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A STUDY OF INFORMATIVE LABELING

Based on a survey made by the
NATIONAL CONSUMER-RETAILER COUNCIL

A report by

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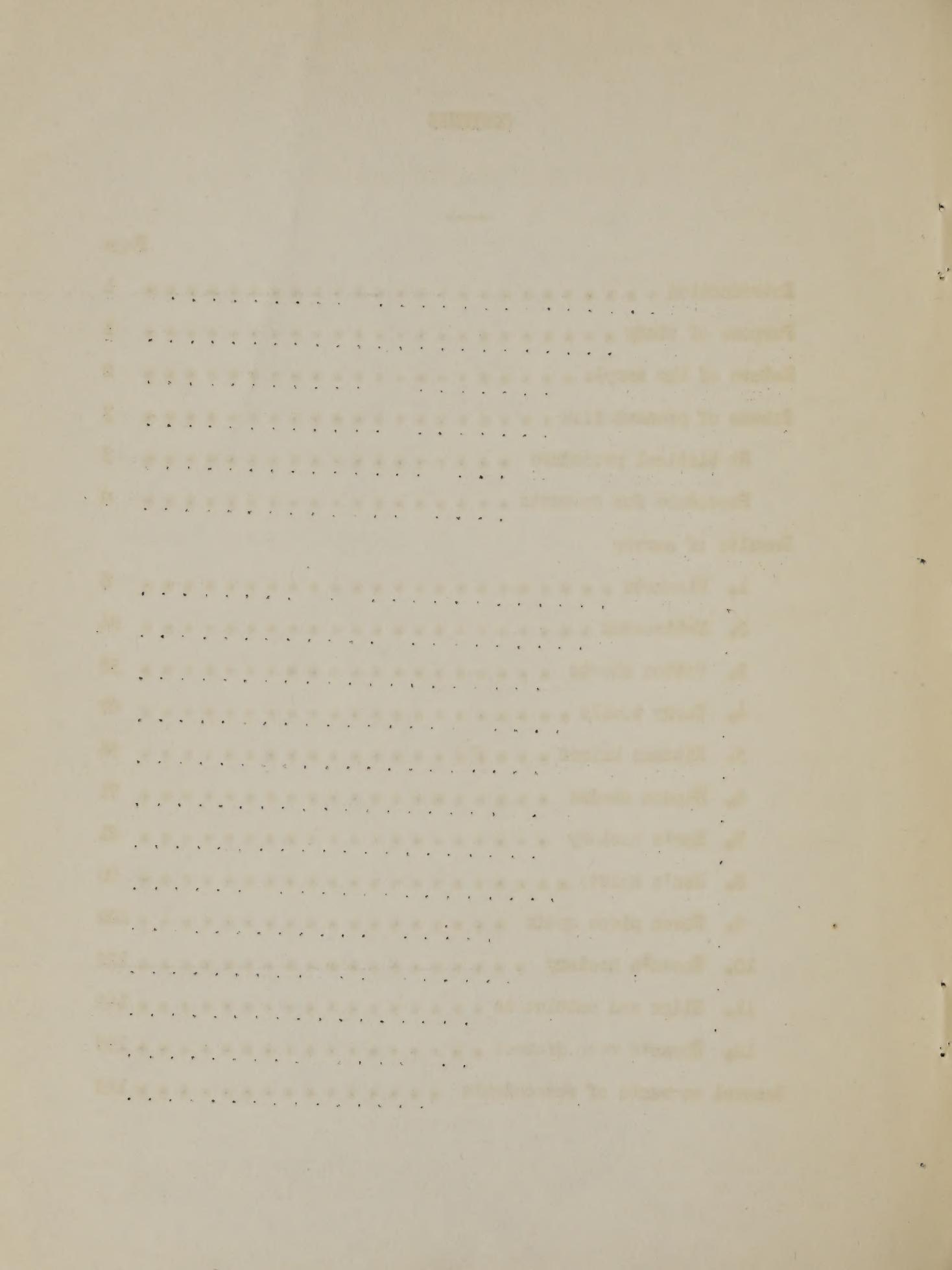
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A STUDY OF INFORMATIVE LABELING

Introduction

To help consumers buy more wisely and retailers to sell more effectively are major objectives of the National Consumer-Retailer Council. In the opinion of the Council members, the use of informative labels on merchandise is one of the best means of attaining these objectives. At this time, when quality and performance specifications for consumer goods are largely non-existent, informative labels offer a practical method of telling consumers what service should be expected from the goods they buy, of revealing characteristics not obvious to the sight or touch, and of giving instruction relative to use and care.

Purpose of Study

The purpose of this study was to obtain, through suitable sampling, opinions of consumers, retailers, and manufacturers as to what information should be contained on the merchandise labels for 12 commodities^{1/}. These commodities were:

- blankets
- mattresses
- cotton sheets
- terry towels
- kitchen knives
- window shades
- men's hosiery
- men's shirts
- woven piece goods
- women's hosiery
- slips and petticoats
- women's wash dresses

^{1/} The National Consumer-Retailer Council intends to publish a revised bulletin on informative labeling. This bulletin will be based largely on the present study.

In order to organize a survey adequate for the purpose stated, a committee of the Council, composed of both consumers and retailers, prepared schedules (check lists) for the above-named commodities. These schedules were then distributed, chiefly by mail, to over 4,000 persons (consumers, retailers, manufacturers) who were asked to write their relative preferences for individual labeling items that were listed. The data collected through the survey were tabulated at the Consumer Standards Project^{2/}, Division of Consumers' Counsel, Agricultural Adjustment Administration.

Nature of the Sample

The schedules were sent to representative members of each of several organizations, including the American Association of University Women, the American Home Economics Association, the National Retail Dry Goods Association, and to manufacturers of each commodity. In the schedules provisions were made for the designation of each item as "a," "b," "c," or "d," according to the following scheme:

- "a" most important
- "b" less important but desirable
- "c" undesirable or unnecessary
- "d" awaiting agreement on standard test

Approximately 18 percent of the total number of persons who received the schedules returned them filled out (table 1). In the light of a detailed consideration of this response^{3/}, the results of the

^{2/} A Federal WPA Project in Washington, D. C., sponsored by the Division of Consumers' Counsel.

^{3/} The cooperating agencies wish to acknowledge their appreciation of the time and thought contributed by the persons who furnished the information on which this study is based.

survey may be subject to some qualification on the ground that the incomes of the consumers reporting probably tended to be above the average income of consumers as a whole in the United States, and represented a comparatively large purchasing power. There is, on the other hand, no reason to suppose that those who returned the schedules were especially proficient in the technique of buying, home economists excepted. As a means of indicating existing attitudes toward the labeling of merchandise, the acquired data and relevant material are regarded as quite satisfactory.

Table 1 - Number of persons receiving schedules and proportion responding, by classes

Class	Persons furnished schedules		Persons filling out schedules	
	Number	Percent	Number	Percent
Consumers	2,100		435	20.7
Retailers	1,000		189	18.9
Manufacturers	1,000		122	12.2
Total	4,100		746	-
Average	-		-	18.2

1/ These 746 persons returned 6,230 individual schedules in all, or an average of 8.4 a person.

Scheme of Presentation

The results of the survey are contained for the most part in 12 subsequent commodity sections. In each section the proper schedule is reproduced. The accompanying data and comments of respondents are presented with repeated reference to the contents of the schedule in view.

Statistical procedure. - It is believed that the importance of each item listed in the schedule for a commodity is revealed accurately enough for present requirements by the use of fairly simple tables.

In each commodity section there is a summary table, disclosing separately for consumers, retailers, and manufacturers the items for which the combined "a" and "b" votes aggregated 51 percent or more of the total.^{4/} In addition, the items that received the combined "a" and "b" votes of 51 percent or more of both the consumers and the retailers are independently identified in the summary table. This table is followed by a second one in which, in terms of percentages, the respondents are classified, item by item, according to their preferences ("a," "b," "c," "d").^{5/} Also included in the second table are the percentages of respondents who failed to express preferences.

Procedure for comments. - The comments of respondents are of three types: (1) those that refer to specific items listed in the schedule for a commodity, (2) those that refer to the labels for a commodity but not to any item listed, and (3) those that refer generally to the subject of labeling. Comments of the first and second type are set forth in the various commodity sections, while those of the third are brought together in the final section of the report under the heading GENERAL COMMENTS OF RESPONDENTS.

^{4/} The total number of respondents (consumers, retailers, or manufacturers), varies from one commodity to another. See footnote, Table 1.

^{5/} In a preliminary study of the data, various schemes of expressing the preferences of respondents were considered. One of these schemes would entail identification of combinations of items; thus, the most frequent 2-item, 3-item, 4-item, etc. combinations would be shown for each commodity. Unnecessary complications are avoided, however, by the procedure adopted.

Statements of respondents are quoted either directly or indirectly. In every instance of necessary editorial revision, effort is made to exactly convey the meaning intended. If a comment, as originally written by a respondent, was of such nature that it applied to several commodities, that comment is incorporated in all the corresponding commodity sections of the report. The following abbreviations are used: C for consumer, R for retailer, M for manufacturer, P for publisher, T for testing laboratory official, and F for Federal employee (professional). Each letter is accompanied by an identification number.

Illustrative of the method of reporting the comments pertaining to a commodity, the procedure for BLANKETS may be outlined:

Under the topic A. WHAT IT IS MADE OF (COMPOSITION), the item Fiber content: percent of each by weight, corresponding to line 1 of the schedule, is stated in the left margin of the page of comments^{6/}. The comments bearing on that item are so arranged that those of consumers are first, retailers second, and manufacturers third. A similar plan is followed for the other topics and items in the schedule. Comments which relate to the labeling of blankets, but not to any topic or item, are given in the last part of the section under the heading GENERAL COMMENTS.

6/ See page 10.

Check List suggested as basis for Informative Labels on

1. BLANKETS

INSTRUCTIONS FOR FILLING OUT THIS CHECK LIST

1. Below we submit a number of items of information which could be included on a merchandise label. Will you please indicate in the right-hand column the order of importance to you of the items suggested, i.e.: use "a" to indicate most important items; "b" for less important but desirable items; "c" for undesirable or unnecessary items; and "d" for items which must await agreement on standard test.
2. This check list is being submitted to consumers, retailers and manufacturers. Please check here whether you are answering as consumer; retailer; manufacturer.
3. Add any comments you may care to make or additional information you would like on the label on the reverse of this sheet.
4. When finished, please sign and return this check list to the Consumer-Retailer Relations Council, 8 West 40th Street, New York City.

DATA SUGGESTED FOR INCLUSION ON LABELS

Record your vote by letter after each item, using code given in instruction 1.

A. WHAT IT IS MADE OF (Composition)

1 Fiber content: percent of each fiber by weight

Wool _____%; cotton _____%; other fibers _____%.

2 Binding material _____.

B. HOW IT IS MADE (Construction)

3 Size: Length _____ inches; width _____ inches.

4 Weight (1) _____ ounces per square yard.

5 Total Weight: _____ pounds.

C. WHAT IT WILL DO (Performance)

6 Breaking strength (grab method) (2) _____.

Warpwise, not less than _____ pounds

Fillingwise, not less than _____ pounds

7 Warmth (3) _____.

8 Color permanence: to washing _____.

9 To light _____.

10 To drycleaning _____.

D. HOW TO CARE FOR IT (4)

11 Drycleaning instructions _____.

12 Washing instructions _____.

13 Storage directions _____.

E. SPONSOR

14 Name and address _____.

EXPLANATORY NOTES

(To assist manufacturers and retailers in preparing labels based on the above information)

(1) This is suggested in order to facilitate comparison of blankets of different sizes.

(2) The minimum breaking strength of both length and width should be given, tested by the method described in Commercial Standard CS 59-36 Woven Dress Fabrics—Testing and Reporting, National Bureau of Standards. It is particularly important to have the filling strength given because this set of yarns is usually weakened during napping. When they are sufficiently strong to give satisfactory service, the warp also will be strong enough for good wear.

(3) Heat transmission should be designated, since napping may greatly increase the insulating or heat retaining value of the blanket fabric but may reduce its durability.

(4) Under this heading, include any special washing instructions, with warning as to excessive shrinkage, if improperly washed or dry-cleaned. State whether the blanket is washable or whether it should be drycleaned.

Name _____ Address _____

Firm, Organization or Association _____

When you have voted, please sign and return this form to the Consumer-Retailer Relations Council, 8 West 40th Street, New York City.

Table 2 - Blankets: Items desirable for labels

(Based on reports from 428 consumers, 96 retailers, and 12 manufacturers)

Item	Items voted as desirable 1/ by 51 percent or more of -			Items voted as desir- able 1/ by 51 percent or more of consumers		
	Consumers	Retailers	Manufacturers	and 51 percent or more of retailers		
<u>What it is made of</u>						
Fiber content: percent of each fiber by weight		x	x	x		x
Binding material	x	x	x	x		x
<u>How it is made</u>						
Size: Length; width	x	x	x	x		x
Weight (ounces per square yard)	x					
Total weight	x	x	x	x		x
<u>What it will do</u>						
Breaking strength	x					
Warmth	x	x				x
Color permanence:						
To washing	x	x	x	x		x
To light	x	x	x			x
To drycleaning	x	x	x			x
<u>How to care for it</u>						
Drycleaning instructions	x	x				x
Washing instructions	x	x	x	x		x
Storage directions	x	x	x	x		x
<u>Sponsor</u>						
Name and address	x					

1/ "x" indicates item for which the combined "a" and "b" votes equal 51 percent or more of the total.

Table 3 - Blankets: Respondents classified according to preferences expressed for items on labels

(Based on reports from 428 consumers, 96 retailers, and 12 manufacturers)

Item	Proportion of persons marking item -			Proportion of persons expressing no preference		
	a, Most important	b, Less important, but desirable	c, Undesirable or unnecessary	d, Awaiting agreement on standard test	Re-tail-consumer	Re-tail-consumer
Consumer	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent
Con- sumer	94.2	88.5	91.7	3.3	2.1	5.2
er	43.0	33.3	58.3	47.9	41.7	33.3
What it is made of						
Fiber content: percent of each fiber by weight						
Binding material						
How it is made						
Size: Length; width						
Weight (ounces per square yard)						
Total weight						
What it will do						
Breaking strength						
Warmth						
Color permanence:						
To washing						
To light						
To drycleaning						

Table 3 - Blankets (continued)

Item	Proportion of persons marking item -			Proportion of persons expressing no preference												
	a, Most important; b, Less important;c, Undesirable but desirable	d, Agreement on unnecessary standard test	e	f	g	h										
Re- tail- sumer: er	Re- tail- sumer: er	Re- tail- sumer: er	Re- tail- sumer: er	Re- tail- sumer: er	Re- tail- sumer: er	Re- tail- sumer: er										
Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent										
How to care for it																
Drycleaning instructions	53.7	46.9	25.0	31.1	28.1	16.7	10.7	14.6	33.3	1.2	4.2	-	5.3	6.2	25.0	
Washington instructions	84.3	83.3	100.0	11.7	8.3	-	1.2	2.1	-	2.1	-	2.1	-	2.6	4.2	-
Storage directions	54.9	35.4	50.0	30.4	30.2	8.3	9.1	21.9	33.3	.7	3.1	-	4.9	9.4	8.4	9
Sponsor																
Name and address	64.3	28.1	53.3	15.4	11.5	8.4	2.8	10.4	-	.2	-	8.3	17.3	50.0	50.0	-

1. BLANKETS

A. WHAT IT IS MADE OF (COMPOSITION)

Fiber content:
percent of each
fiber by weight
(Wool, cotton, etc.)
Line 1

C 204 comments: "In a part wool blanket it is desirable that new wool to the extent of at least 50 percent of the total fiber content be used in the filling yarns. In the manufacturing process these yarns receive the napping, and thereby the heat retaining quality of the blanket is increased." C 298 writes, "Labels should state whether virgin or reworked wool is used." C 242 regards composition as secondary to sponsor, stating: "When buying any commodity, I consider the manufacturer or packer as sponsor. I always like to see the 'weight' or composition stated on a label; the sales clerk's knowledge of this matter is often very limited."

R 764 recommends that whenever virgin wool,

or reworked wool, is used in the manufacture of blankets, a statement to that effect should appear on the label.

M 550 writes: "It is essential that the purchaser be told whether the wool is virgin or reworked, inasmuch as a blanket can be called 'all wool' and still be made of material as low in grade as shoddy.

"Ordinarily the purchaser assumes a blanket is satisfactory if it is labeled 'all wool.' Thousands of blankets are sold as such, yet fail to give the service expected.

"In order to be satisfactory from the standpoints of warmth and long service, a blanket should be made of shorn wool of good quality."

M 572 says: "In preparing the schedule for blankets, you failed to recognize that there are two kinds of wool. Did you mean virgin or reworked? In my opinion, the former is much superior. Manufacturers or distributors should specify on labels which kind is used."

M 562 advises: "On our labels we tell what the individual articles are made of (cotton, wool, rayon, silk, or a blend). Any special

features in blankets are mentioned as a matter of course."

M 586 states: "After woolen clothes have been discarded by the first wearer, the fabric may be reworked several times and used anew before it finally becomes felt.

"'Virgin wool' is the first wool after it is clipped from the sheep's back, scoured, cleaned, spun, and dyed. This virgin wool may be used a second time in blankets.

"There is no process for sterilizing woolen material. That is why, during the war, a great deal of such material was burned as a precaution against the spread of infection.

"We therefore suggest that if your committee is powerful enough, it should promote the labeling of different types of woolen goods, to conform with the following requirements:

- (1) 'Virgin Wool'--wool clipped from the sheep's back and spun into cloth; not to contain any reworked wool.
- (2) 'All Wool'--to contain 'Virgin Wool' and reworked wool spun together.
- (3) 'First Shoddy'--the first working of reworked wool and 'All Wool.'
- (4) 'Second Shoddy'--to be the working of the 'First Shoddy' or any other; the last working of the wool."

B. HOW IT IS MADE (CONSTRUCTION)

Size:

Length; width
Line 3

C 236 prefers blankets 84 inches long and either 72 or 81 inches wide.

M 562 states that "size" is included as an item on the labels for blankets made by his company.

Weight:

Lines 4 and 5

C 30 comments that the item "weight _____ ounces per square yard" could be helpful to purchasers of blankets, provided they knew how quality is affected by weight.

M 562 reports that it is the practice of his Company to state the "weight" on labels.

C. WHAT IT WILL DO (PERFORMANCE)

Breaking strength
(grab method)
Line 6

C 271 would like the "breaking strength" shown in non-technical terms. C 18 feels incompetent to interpret the meaning of "breaking strength" as a labeling item for blankets.

C 305 contends that consumers are not educated to evaluate the results of the "breaking strength" tests. C 204 suggests, "Cotton warp

should have a minimum 'breaking strength' of at least 38 pounds."

M 562 comments: "On the labels for blankets, for example, we do not see why it is necessary to specify the 'breaking strength,' as it would be meaningless to the purchaser. The purchaser wants to know merely that the blanket is of sufficient strength for satisfactory service." M 592 insists, however, that "breaking strength, warpwise and fillingwise," be shown. M 564 asks, "Why not use the information, relating to 'breaking strength,' contained in 'Federal Specification CCC-T-191'?"

Warmth
Line 7

C 19 states that the "warmth" should be expressed on the labels for blankets, in terms that can be readily understood. C 1036 believes the percentage of wool, by weight, should provide a good indication of the "warmth" of a blanket. C 452 thinks "warmth" could not be satisfactorily taken into account on the labels, since there is no scientific way of determining it.

M 555 observes, "No desirable test for 'warmth' has been perfected as yet, owing to

inability to properly determine the effect of moisture of the body." M 564 objects to the inclusion of the item "warmth" on the labels, because heat transmission tests are expensive to make. M 562 comments, "Very elaborate tests would be required before reliable statements could be made concerning 'warmth'."

Color permanence:
to drycleaning
Line 10

C 33 asks, "Does drycleaning affect the color of blankets?"

M 593 would be interested in knowing what chemicals are used in drycleaning, also the effect of each chemical on the "color permanence."

Performance--General

C 285 writes: "After considering the schedule for blankets, I have concluded that while 'fiber content' might be a desirable labeling item, performance would be more important. I realize that many will not agree with me, but I am personally more interested in knowing how warm a blanket will be, and how long it will wear, than whether it is all or part wool. If

one blanket retails heat better than another (all other conditions being equal), I know it has greater wool content."

M 562 asserts that the labels placed on blankets by his company include statements regarding the character of service to be expected.

M 592 asks, "Why bother about performance, since standard tests are as yet undeveloped?"

D. HOW TO CARE FOR IT

Drycleaning and Washing instructions Lines 11 and 12

C 34 reports "washing instructions" as very essential on labels for blankets. C 11 says, "I believe blankets should be so made that they can be washed, not drycleaned only." C 37 insists that the label show if a blanket will shrink in laundering. C 1024 recommends that "drycleaning and washing instructions" be given whenever blankets have "unusual features."

R 764 believes a customer ought to be advised how much a blanket is likely to shrink, assuming proper laundering.

M 562 reports that his firm includes

"laundering instructions" on labels for blankets. M 593 contends blankets should always be washed, instead of drycleaned.

Storage directions

Line 13

C 34 states that directions for storing blankets should be supplied to purchasers.

C 17 asserts, "The proper storage of a blanket depends on the exercise of a little common sense!" C 1024 recommends that "storage instructions" be given whenever blankets have "unusual features."

How To Care For It--General

C 242 remarks: "Labels ordinarily do not have enough space for telling purchasers how to care for blankets. Sales clerks should be able to furnish such information on request."

F. SPONSOR

Name and address
Line 14

C 242 states, "Irrespective of what may be said on a label, when buying any commodity, I consider the manufacturer or packer as sponsor."

C 34 recommends that a label on a blanket show not only the "name and address of sponsor" but also the location of the particular branch or store where it is sold.

GENERAL COMMENTS

C 33 writes: "Your schedule for blankets reflects serious study. It is encouraging to know that informative labeling will be a realization in the near future.

"May I, as a purchaser of blankets, without technical training, comment? It seems to me that if labels are going to be generally helpful some simple classification will have to be worked out. I propose that blankets be classified according to grade. I would have three grades, A, B, and C, each defined by explicit specifications.

"If this scheme were adopted, a simple basis of comparison would be afforded the purchaser of a blanket. There would be no necessity for incorporating small-typed technical specifications on a label." C 76 writes,

"I think it would be helpful to purchasers of blankets if sales were made on the basis of established grades."

C 37 asks, "Is it possible for the purchaser of a blanket to be informed if it is mothproof?"

C 259 comments: "Although I have filled out the schedule for blankets, I am doubtful about my competence to interpret the meaning of many of the items. However, the more information the customer receives, the better is the buying atmosphere."

C 204 says, "Some agency or trade association, servicing the blanket industry, should issue a key sheet describing labels now in use, such sheet to be posted in stores or otherwise made available to purchasers."

C 1304 advises: "The terminology in the schedule for blankets is too technical. However, I would like to see the item 'breaking strength' on the label, without reference to 'warpwise' or 'fillingwise.'"

C 99 states: "Many of the items listed in the schedule for blankets can be readily seen or measured by purchasers. Reference to

these items could nevertheless be made in advertisements and catalogues.

"It has just come to my attention that a certain silk-filled quilt, now on the market, bears a label containing the statement that silk is as warm as wool. A friend of mine bought two of these quilts and actually believes what the label says."

R 788 proposes two items in addition to those listed on the schedule, namely, "part wool as to nap" and "washing off or shedding."

R 876 advises, "I am interested only in the State laws or regulations which pertain to the labels for blankets."

M 562 writes: "Some time ago we started the use of labels on blankets. It is our policy to employ expressions that can be easily understood. We avoid technical terms."

M 548 comments: "To me the most important item of information on a label for a blanket would be the sponsor; 'size' next, 'total weight' next, 'washing instructions' next. 'Fiber content' would be fifth, but that would nevertheless be important.

"I see no particular necessity for specifying the kind of 'binding material.' That is

readily apparent to the buyer. 'Drycleaning instructions' may not be especially important. Information as to 'breaking strength' ordinarily would be of little interest.

"The item 'storage directions' also would be unnecessary. I would not make any suggestions as to the storage of blankets which would be applicable in all cases. Of course, the simplest procedure is, after cleaning, to put them away in sealed packages, protected against the intrusion of moths.

"The other items are equally unimportant. If anybody knew the 'total weight' and the 'size,' it seems to me it would be a simple matter for him to figure out the 'ounces per square yard.' How could such detailed information be useful to the purchaser of a blanket?"

M 593 states: "We believe 'wearability' and 'warmth' are essential as labeling items. In other words, how many years' service can be obtained for the money expended? Of course, the purchaser of a blanket is interested in both the 'size' and the 'weight.' The 'weight' should be expressed in total pounds, not 'ounces per square yard.'"

"The purchaser is further entitled to know if a blanket will launder properly. It might be a good idea for the retailer to furnish a list of approved laundries. Blankets can be washed far better in the average laundry than at home. We do not approve of drycleaning.

"We are convinced that a great deal of technical information, if provided on the labels, would be confusing to purchasers. It would be difficult to educate the public as to the various types of construction of blankets or fabrics in general. After all, consumers should place confidence in those retailers and manufacturers whose integrity and reliability are above question."

M 592 writes: "Information relating to 'breaking strength,' 'warmth,' and 'color permanence,' if shown on labels for blankets, might confuse purchasers.

"The results of 'warmth' tests are not always to be accepted, since they are affected to a certain extent by the moisture of the body. Moreover, they provide opportunity for manufacturers who use inferior fabrics to mislead the public.

"Except for those mentioned above, all the items listed in your schedule for blankets appear to be suitable for labeling purposes. We are in sympathy with the objectives of your survey."

Check List suggested as basis for Informative Labels on
2. MATTRESSES

INSTRUCTIONS FOR FILLING OUT THIS CHECK LIST

- Below we submit a number of items of information which could be included on a merchandise label. Will you please indicate in the right-hand column the order of importance to you of the items suggested, i.e.: use "a" to indicate most important items; "b" for less important but desirable items; "c" for undesirable or unnecessary items; and "d" for items which must await agreement on standard test.
- This check list is being submitted to consumers, retailers and manufacturers. Please check here whether you are answering as consumer; retailer; manufacturer.
- Add any comments you may care to make or additional information you would like on the label on the reverse of this sheet.
- When finished, please sign and return this check list to the Consumer-Retailer Relations Council, 8 West 40th Street, New York City.

DATA SUGGESTED FOR INCLUSION ON LABELS

Record your vote by letter after each item, using code given in instruction 1.

A. WHAT IT IS MADE OF (Composition)

Filling: Fiber content (1):

- 1 Total weight
- 2 Per cent of each by weight
- 3 Grade

Innerspring unit: (2)

- 4 Number and size of coils
- 5 Shape of coil
- 6 How encased
- 7 Pad: Fiber content %
- 8 Thickness

Covering: (3)

- 9 Type of fabric
- 10 Fiber content; per cent of each by weight
- 11 Yarns per inch: warpwise; fillingwise
- 12 Weight: Not less than ounces per sq. yd.
- 13 Per cent of sizing

B. HOW IT IS MADE (Construction)

14 Type of mattress:

Size: (4)

- 15 Length inches: width inches
- 16 Thickness inches
- 17 For bed

18 Total weight pounds

19 Tufts: (5) Number

20 Method of fastening

21 Edge finish: (6)

C. WHAT IT WILL DO (Performance)

22 Compressibility: (7); recoverability

23 Color permanence of covering to light

24 to perspiration

25 Breaking strength of covering (grab method): (8)

Warpwise, not less than pounds
Fillingwise, not less than pounds

26 Finish of covering

27 Conformity to state and federal bedding laws

D. HOW TO CARE FOR IT

28 Special instructions for turning, sunning, airing, cleaning

E. SPONSOR

29 Name and address

EXPLANATORY NOTES

(To assist manufacturers and retailers in preparing labels based on the above information)

- Specify the amount and name of the fibers used, such as 20% hog hair and 80% horse hair; 100% kapok; 75% cotton linters and 25% moss; etc. It is insufficient merely to state that hair, for example, has been used, since there are several kinds of hair employed in mattress making. If cotton linters are used, specify grade also.
- If an innerspring unit is used, the number of coils, together with their size, should be stated, e.g., 80 five-inch helical coils. Are they encased in muslin individually or as a unit? What is content of padding over innerspring unit?
- Give type and fiber content of outer covering fabric. Is it ticking, damask, art denim?
- State size of bed for which intended.
- How many tufts are there in the mattress? Does the stitching go through the entire mattress?
- State whether finished with a roll edge, imperial edge, reinforced sides, etc. A brief statement of the advantage or desirability of the one used would be helpful.
- How much resistance does the mattress have to a definite load, and how much of the original thickness will it recover after the load is removed?
- The minimum breaking strength of both length and width should be given, tested by the method described in Commercial Standard CS 50-36 Woven Dress Fabrics—Testing and Reporting, National Bureau of Standards.

Name.....

Address.....

Firm, Organization or Association

When you have voted, please sign and return this form to the Consumer-Retailer Relations Council, 8 West 40th Street, New York City.

Table 4 - Mattresses: Items desirable for labels

(Based on reports from 428 consumers, 82 retailers, and 8 manufacturers)

Item	Items voted as desirable 1/ by 51 percent or more of -			Items voted as desir- able 1/ by 51 percent or more of consumers		
	Consumers		Retailers	Manufac-	and 51 percent or more of retailers	
	Consumers	Retailers	Manufac-	turers	and 51 percent or more of retailers	
<u>What it is made of</u>	:	:	:	:	:	
Filling: Fiber content:	:	:	:	:	:	
Total weight	:	x	x	x	x	x
Percent of each by weight	:	x	x	x	x	x
Grade	:	x	x	x	x	x
Innerspring unit:	:	:	:	:	:	
Number and size of coils	:	x	x	x	x	x
Shape of coil	:	x	x	x	x	
How encased	:	x	x	x	x	x
Pad: Fiber content	:	x	x	x	x	x
Thickness	:	x	x	x	x	
Covering:	:	:	:	:	:	
Type of fabric	:	x	x	x	x	x
Fiber content; percent of each by weight	:	x	x	x	x	
Yarns per inch	:	x	x	x	x	
Weight	:	x	x	x	x	
Percent of sizing	:	x	x	x	x	
<u>How it is made</u>	:	:	:	:	:	
Type of mattress	:	x	x	x	x	x
Size:	:	:	:	:	:	
Length; width	:	x	x	x	x	x
Thickness	:	x	x	x	x	
For bed of what size:	x	x	x	x	x	
Total weight	:	x	x	x	x	x
Tufts: Number	:	x	x	x	x	
Method of fastening	:	x	x	x	x	
Edge finish	:	x	x	x	x	x

Table 4 -- Mattresses (continued)

Item	Items voted as desirable 1/ by 51 percent or more of -			Items voted as desir- able 1/ by 51 percent or more of consumers		:: and 51 percent or more of retailers
	Consumers	Retailers	Manufac- turors	Consumers	Retailers	
<u>What it will do</u>						
Compressibility;						
recoverability	x					
Color permanence of						
covering:						
To light	x					
To perspiration	x					
Breaking strength of						
covering	x					
Finish of covering	x					
Conformity to State						
and Federal bedding						
laws	x	x	x	x	x	x
<u>How to care for it</u>						
Special instructions						
for turning, sunning,						
airing, cleaning	x	x	x	x	x	x
<u>Sponsor</u>						
Name and address	x			x		

1/ "x" indicates item for which the combined "a" and "b" votes equal 51 percent or more of the total.

Table 5 - Mattresses: Respondents classified according to preferences expressed for items on labels

(Based on reports from 428 consumers, 82 retailers, and 8 manufacturers)

Item	Proportion of persons marking item -						Proportion of persons expressing no preference -					
	a, Most important	b, Less important	c, Undesirable or unnecessary	d, Awaiting agreement on standard test	a, Most important	b, Less important	c, Undesirable or unnecessary	d, Awaiting agreement on standard test	a, Most important	b, Less important	c, Undesirable or unnecessary	d, Awaiting agreement on standard test
Consumer	Re-tail-fac-	Manu-tail-fac-	Re-tail-fac-	Manu-tail-fac-	Re-tail-fac-	Manu-tail-fac-	Re-tail-fac-	Manu-tail-fac-	Re-tail-fac-	Manu-tail-fac-	Re-tail-fac-	Manu-tail-fac-
er	er	sumer	er	sumer	er	sumer	er	sumer	er	sumer	er	sumer
What it is made of	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
Filling: Fiber content	75.2	57.3	50.0	14.7	17.1	12.5	7.0	9.8	25.0	5.5	-	2.6
Total weight	70.1	53.7	62.5	18.0	14.6	12.5	5.1	11.0	12.5	7.7	-	6.1
Percent of each by weight	78.0	52.4	62.5	13.1	14.6	-	2.8	11.0	25.0	1.2	-	4.9
Grade												
Innerspring unit:												
Number and size of coils	88.3	62.2	12.5	6.5	14.6	50.0	1.4	4.9	25.0	2	-	3.6
Shape of coil	54.4	14.6	12.5	29.2	14.6	12.5	8.2	45.1	62.5	7	1.2	7.5
How encased	71.5	28.0	25.0	18.7	34.1	37.5	4.0	14.6	-	9	2.4	25.0
Pad: Fiber content	73.1	48.8	50.0	15.9	13.4	37.5	4.0	15.9	-	7	1.2	6.3
Thickness	64.5	25.6	25.0	23.6	15.9	-	5.1	31.7	62.5	2	1.2	6.6
Covering:												
Type of fabric	86.4	63.4	50.0	10.0	13.4	-	1.4	7.3	37.5	2	-	2.0
Fiber content: Percent of each by weight												
Yarns per inch	47.4	29.3	12.5	32.9	18.3	-	10.5	28.0	75.0	1.2	-	6.0
Weight	45.3	15.9	-	31.1	8.5	12.5	15.4	50.0	75.0	9	2.4	7.3
Percent of sizing	36.2	24.4	25.0	37.1	24.4	12.5	17.1	24.4	50.0	1.4	3.7	8.2
How it is made												
Type of mattress	86.0	64.6	50.0	2.6	2.4	-	1.2	8.5	12.5	2	3.7	-
Size:												
Length; width	86.3	56.1	75.0	7.2	4.9	-	1.9	15.9	12.5	-	1.2	2.6
Thickness	73.6	25.6	12.5	16.6	13.4	-	3.5	39.0	75.0	-	-	6.3
For bed of what size	74.5	35.4	25.0	12.6	11.0	-	5.4	31.7	62.5	.9	-	6.6

Table 5 = Mattresses (continued)

Item	Proportion of persons marking item -			Proportion of persons expressing no preference		
	a, Most important	b, Less important	c, Undesirable or unnecessary	d, Awaiting standard test	d, Awaiting agreement on standard test	d, Awaiting agreement on standard test
Consumer	Re-blank	Con-trail-fac-	Re-Manu-con-	No-blank	Con-tail-fac-	Re-blank
Number	16.9	36.6	50.0	22.0	12.5	25.0
Tufts:	48.3	16.3	-	31.5	15.3	11.4
Method of fastening	61.2	22.0	25.0	24.1	22.0	7.7
Edge finish	53.7	39.0	37.5	31.3	25.6	12.2
How it is made - continued						
Total weight	72.2	22.3	-	17.8	9.8	-
Tufts:	49.1	23.2	12.5	34.3	20.7	-
Color permanence of covering:	49.8	23.2	12.5	29.0	20.7	-
To light	52.6	23.5	12.5	22.0	12.5	6.8
To perspiration	44.4	17.1	-	34.8	18.3	-
Breaking strength of covering	82.0	65.3	37.5	6.3	3.7	-
Finish of covering	70.6	58.5	62.5	23.1	17.1	12.5
Conformity to State and Federal bedding laws	63.6	26.0	75.0	13.6	3.5	-
How to care for it						
Special instructions for turning, sunning, airing, cleaning	70.6	58.5	62.5	2.8	2.4	12.5
Sponsor	1.9	1.2	-	5	-	-
Name and address	20.4	51.3	25.0	20.8	12.5	2.5

2. MATTRESSES

A. WHAT IT IS MADE OF (COMPOSITION)

Filling: Fiber content
Grade
Line 3

C 452 believes grades should be established for all of the fibers used in the "filling" of mattresses.

General

R 755 states: "There should be a definite statement on the labels for mattresses as to the cleanliness and grade of the materials. 'Wood wool' and 'pine wool' are sometimes used to identify the 'filling' of certain types of mattresses. It should be made clear to purchasers, by some means, that these terms do not refer to excelsior."

Innerspring unit:
Number and size of coils
Line 4

C 76 advises, "In order to be really informative in regard to the 'innerspring unit,' the labels for mattresses ought to provide a

rather complete description of the construction details."

How encased
Line 6

C 34 would like to know, on buying a mattress, whether the coils of an "innerspring unit" are encased individually or by groups.

R 792 recommends that each coil be secured by burlap.

M 579 thinks "type of unit" would be a more suitable labeling item than "how encased."

Pad: Fiber content
and Thickness
Lines 7 and 8

R 876 states: "The name and amount (percentage) of each fiber in the pad of an 'innerspring unit' should be plainly designated. The weight of the pad ought to be given also."

M 579 suggests that the weight of the innerspring pad be shown, not the "thickness."

General

C 293 comments, "The method or device, by which the coils of an innerspring mattress are fastened together, should be indicated on the label." C 282 asserts, "It is desirable that the label on a mattress indicate whether the coils of the 'innerspring unit' are resilient or not resilient." C 3 declares, "The 'number of coils' in the 'innerspring unit' and the

'size of wire' afford a basis for judging the quality of a mattress." C 50 writes, "When I buy a mattress I wish to know how the 'innerspring unit' is assembled. C 259 remarks, "I am not familiar enough with the manufacture of mattresses to make an intelligent comment concerning composition."

M 552 maintains that both the "number of coils" and the "gauge" of the wire of the coils should be specified on the labels.

Covering:
Yarns per inch:
warpwise and
fillingwise
Line 11

C 147 considers a statement of the "yarns per inch" would be essential in any designation of the quality of the mattress "covering," if standards were established. C 126 says, "The term 'yarns per inch' would mean little to purchasers."

General

C 238 declares, "The items you list for 'covering' might be of help to purchasers who are technically trained."

B. HOW IT IS MADE (CONSTRUCTION)

Type of mattress
Line 14

C 115 writes: "The items given under 'type' are unnecessary for the labels. One needs

only to examine a mattress in a store to determine if that mattress is acceptable."

Size:

Length, width, and
Thickness
Lines 15 and 16

C 282 observes that "size" is a matter of individual preference.

For type of bed
Line 17

C 279 suggests, "The size of the bed, for which a particular mattress is to be used, should be on the label attached to that mattress." C 34 recommends that the "type of bed," be designated as: "single," "three-quarter," or "double."

Tufts:

Number
Line 19

C 123 asks, "Does the distance between 'tufts' provide a better indication of the firmness of a mattress than the total 'number of tufts'?"

Method of fastening
Line 20

C 454 comments: "The serviceability of a mattress depends to some extent on the 'method of fastening' tufts. It seems to me that the manufacturers of mattresses should make comprehensive studies of different methods to find out which is really the best."

Construction--General

C 204 writes: "I think the purchaser of a mattress, having small (helical) coils, ought to be told just how these coils are attached to the main coils. A poorly constructed inner-spring mattress, with few, poorly encased coils, is much less comfortable than a good cotton mattress."

C. WHAT IT WILL DO (PERFORMANCE)

Compressibility
Recoverability
Line 22

C 526 believes that "compressibility" and "recoverability" can be proper labeling items for mattresses after standard tests are ultimately established. C 76 regards these items as non-essential whenever the kind of fiber and type of spring are specified. C 34 remarks that "compressibility" depends on a person's weight, hence that item could well be omitted from the labels.

R 1225 thinks purchasers of mattresses would be confused by any mention of "compressibility" or "recoverability."

M 579 expresses the opinion that inclusion of the items "compressibility" and "recoverability" on the labels, though at present somewhat desirable, will be much more appropriate after the development of standard tests.

Color permanence
of covering to
perspiration
Line 24

C 17 states, "'Color permanence of covering to perspiration' need not be considered when a mattress is covered by a separate pad."

C 206 declares: "Mattress covers should have colors that do not run. I have had experience with some of the supposedly better mattresses, on which the colors would run badly if the least water was spilled on them."

Breaking strength of
covering (grab method)
Line 25

C 18 feels incompetent to interpret the meaning of "breaking strength of covering" as a labeling item for mattresses.

Performance--General

C 115 contends that because of differences in the care taken of mattresses the items listed under the topic performance could be of no use on the labels.

D. HOW TO CARE FOR IT

Special instructions
for turning, sunning,
airing, cleaning
Line 28

R 876 writes: "In my opinion, special instructions relative to the care should be given the purchaser of a mattress. These instructions ought to be printed on a label, separate from any other label that may be placed on the mattress in conformity with a State law or regulation."

F. SPONSOR

Name and address

C 452 suggests that the name and address of manufacturer, as well as retailer, be given on each label. C 115 says, "Worthy articles always bear the 'name and address of sponsor.'"

GENERAL COMMENTS

C 37 advises, "Such a statement as the following would be helpful: 'Mattress will not have to be made over for ten years.'"

C 76 states, "I think it would be helpful if mattresses could be rated or graded and marked,

according to some scheme which is easily understood."

C 452 suggests that in the schedule for mattresses (page 24) the items pertaining to "breaking strength of covering" should not be listed under the heading performance but under composition, with the other items relating to "covering."

C 126 declares: "Labels can do much toward educating consumers to be better judges of materials that will give satisfactory service. I believe detailed labels should be placed on mattresses."

C 204 is interested in the practicability of informing the purchaser of a mattress as to whether new or second-hand materials were used in its manufacture.

R 879 cautions: "Let us assume that really informative labels will eventually be placed on mattresses as a result of State laws. Then, your committee, in selecting the items that are to be included, should consider only those of real consequence."

R 876 says, "Before many of the items in the schedule could have practical significance, minimum specifications would have to be established."

R 351 advises, "The manufacturer's guarantee for length of service, if printed on each label, would be very helpful to the retailer in the selling of mattresses."

R 792 writes: "With reference to mattresses, we would like to make the suggestion that the manufacturer should be restricted from specifying any retail price. This practice has led to one of the most glaring abuses in the advertising of mattresses by retailers. I refer to the practice of quoting comparative prices. Such prices are apt to be wholly misleading, to put the matter mildly. After all, there is no sound reason for this practice on the part of the manufacturer."

M 579 asserts: "The list of items in your schedule for mattresses appears rather poor throughout. I would suggest that some large manufacturer collaborate with you in revising it. There should be no necessity for this means of endeavoring to ascertain what labeling items are the best. I am sure the judgment of any reputable manufacturer would be acceptable to the whole mattress industry."

Check List suggested as basis for Informative Labels on
3. COTTON SHEETS

INSTRUCTIONS FOR FILLING OUT THIS CHECK LIST

1. Below we submit a number of items of information which could be included on a merchandise label. Will you please indicate in the right-hand column the order of importance to you of the items suggested, i.e.: use "a" to indicate most important items; "b" for less important but desirable items; "c" for undesirable or unnecessary items; and "d" for items which must await agreement on standard test.
2. This check list is being submitted to consumers, retailers and manufacturers. Please check here whether you are answering as consumer; retailer; manufacturer.
3. Add any comments you may care to make or additional information you would like on the label on the reverse of this sheet.
4. When finished, please sign and return this check list to the Consumer-Retailer Relations Council, 8 West 40th Street, New York City.

DATA SUGGESTED FOR INCLUSION ON LABELS

Record your vote by letter after each item, using code given in instruction 1.

B. HOW IT IS MADE (Construction)

- 1 Type of sheet (1).....
- 2 Size (finished) (2): length..... inches; width..... inches
- 3 for..... bed (3)
- 4 Torn or cut.....
- 5 Hem width (4): top..... inches; bottom..... inches
- 6 Finished weight (5)..... ounces per square yard
- 7 Yarns per inch (6): warpwise.....; fillingwise.....
- 8 Sizing (7)..... %.....
- 9 Special finishes (8).....
- 10 Permanence.....

- 11 Type of selvage or other special construction.....

C. WHAT IT WILL DO (Performance)

- 12 Breaking strength (grab method) (9):.....,.....
Warpwise, not less than..... pounds
Fillingwise, not less than..... pounds
- 13 Shrinkage (10):.....
Warpwise, not more than..... per cent
Fillingwise, not more than..... per cent

D. SPONSOR

- 14 Name and address.....

EXPLANATORY NOTES

(To assist manufacturers and retailers in preparing labels based on the above information)

- (1) Lightweight muslin, mediumweight muslin, heavyweight muslin, "muscale", or percale.
- (2) The size should give the actual size to which the sheet is finished.
- (3) Type of bed, i.e., single, double, etc., should be given.
- (4) A clear and concise statement should be given as to the width of hems, both at the top and the bottom of the sheet.
- (5) The weight should be clearly stated in ounces per square yard. If desired, the total weight of the sheet may also be given, but in no case should the weight in ounces per square yard be omitted.
- (6) The minimum number of yarns per inch, both warpwise and fillingwise, should be stated.
- (7) The maximum amount of water soluble sizing present should be specified.
- (8) A statement should be made concerning any special finishes, such as "linenizing", also a statement about the permanency of such finishes.
- (9) The minimum breaking strength of both length and width should be given, tested by the method described in Commercial Standard CS 59-36 Woven Dress Fabrics—Testing and Reporting, National Bureau of Standards.
- (10) The maximum amount of residual shrinkage should be stated under this heading for both length and width.

Name..... Address.....

Firm, Organization or Association.....

When you have voted, please sign and return this form to the Consumer-Retailer Relations Council, 8 West 40th Street, New York City.

Table 6 - Cotton sheets: Items desirable for labels

(Based on reports from 427 consumers, 95 retailers, and 1 manufacturer)

Item	Items voted as desirable 1/ by 51 percent or more of -			Items voted as desirable 1/ by 51 percent or more of consumers	
	Consumers	Retailers	Manufacturers 2/	and 51 percent or more of retailers	
<u>How it is made</u>	:	:	:	:	:
Type of sheet	:	x	x	:	x
Size (finished):	:	:	:	:	
length; width	:	x	x	:	x
For bed of what size:	x	:	x	:	x
Torn or cut	:	x	x	:	x
Hem width	:	x	x	:	x
Finished weight	:	x	:	:	
Yarns per inch	:	x	x	:	x
Sizing	:	x	x	:	x
Special finishes	:	x	x	:	x
Permanence	:	x	:	:	
Type of selvage or other special construction	:	x	x	:	x
<u>What it will do</u>	:	:	:	:	
Breaking strength	:	x	:	:	
Shrinkage	:	x	x	:	x
<u>Sponsor</u>	:	:	:	:	
Name and address	:	x	:	:	

1/ "x" indicates item for which the combined "a" and "b" votes equal 51 percent or more of the total.

2/ Only one manufacturer voted.

Table 7 - Cotton sheets: Respondents classified according to preferences expressed for items on labels

(Based on reports from 427 consumers, 95 retailers, and 1 manufacturer)

Item	Proportion of persons marking item -						Proportion of persons expressing no preference					
	a, Most important	b, Less important but desirable	c, Undesirable or unnecessary	d, Awaiting agreement on standard test	Re-	Man-	Re-	Man-	Re-	Man-	Re-	Man-
Con-	tail-	item-	Con-	tail-	item-	Con-	tail-	Con-	tail-	Con-	tail-	Con-
er	er	er	er	er	er	er	er	er	er	er	er	er
Per-	Per-	Per-	Per-	Per-	Per-	Per-	Per-	Per-	Per-	Per-	Per-	Per-
cent	cent	cent	cent	cent	cent	cent	cent	cent	cent	cent	cent	cent
How it is made												
Type of sheet	86.2	32.1	8.4	1.2	4.2	2	2	1	1	4.0	5.3	1
Size (finished): Length; width	95.3	87.4	1.9	5.3	2.1	1	1	1	1	2.8	5.2	1
For bed of what size	70.7	46.3	10.5	23.2	4.9	16.8	7	7	13.2	13.7		
Hem width	34.7	14.7	41.7	36.8	18.7	35.6	1	1	2.1	4.9	10.6	
Torn or cut	74.5	55.8	15.5	24.2	4.9	10.5	1	1	1	5.1	9.5	
Finished weight	52.0	13.7	24.8	15.9	14.5	54.7	1.4	1.4	3.2	7.3	9.5	
Yarns per inch	71.9	43.2	15.7	17.9	7.3	27.4	5	5	3.2	4.6	8.3	
Sizing:	61.0	35.6	12.4	26.3	1.4	26.3	5	5	5.3	4.7	6.3	
Special finishes	53.6	16.8	32.6	34.7	6.3	35.8	5	5	4.2	7.0	8.5	
Permanence	65.1	20.0	23.2	29.5	4.0	34.7	7	7	2.1	7.0	13.7	
Type of selvage or other special construction	46.8	22.1	33.7	33.7	10.8	25.3	5	5	3.2	8.2	15.7	
What it will do												
Breaking strength	74.7	25.3	15.0	18.9	4.4	45.3	3.3	3.3	4.2	2.6	6.3	
Shrinkage	53.8	45.3	10.1	17.9	7	25.4	9	4.2	4.2	4.5	4.2	
Sponsor												
Name and address	64.4	31.6	14.1	8.4	1.4	12.6	5	5	1.1	19.6	46.3	

1/ Since only one manufacturer voted, the vote has been disregarded.

3. COTTON SHEETS

B. HOW IT IS MADE (CONSTRUCTION)

Size (finished):

Length, width

Line 2

C 1048 comments, "Since consumers are accustomed to buy sheets according to 'torn size,' to relinquish this practice and buy according to 'finished size' would cause confusion. C 30 asks, however, "Would it not be better to state the 'finished size' of sheet, rather than the size previous to hemming?"

for type of bed

Line 3

C 34 recommends that the "type of bed" be designated on the labels for sheets; thus: "single," "three-quarter," or "double." C 665 believes the "type of bed" need not be stated if the "size" of a sheet is given. C 14 expresses the same opinion.

Torn or cut
Line 4

C 301 writes: "Sheets, pillow cases, handkerchiefs, and napkins should be sold 'torn' rather than 'cut.' If the sheeting were 'torn' (with the thread of the goods) from the bolt, the sheet would stay true after washing and have straight, flat hems. If the sheeting were 'cut' from the bolt, not 'torn,' the sheet would take on its true shape in laundering, and then might have puckered hems."

Hem width
Line 5

C 220 comments that it is important to include "hem width" on the labels of sheets that are bought by mail. C 243 and C 98 would prefer the same "hem width" at both the top and bottom of a sheet, C 243 suggests 3-inch hems as most practicable.

Type of selvage
or other special
construction
Line 11

C 672 says, "It would be unnecessary for the 'type of selvage' to be stated on labels." C 37 and C 41 suggest that the centers of sheets be reinforced.

Construction--General

C 3 asks, "Would it be expedient for the average staple length, and the grade, of the raw

cotton from which a sheet is made, to be stated?"

C. WHAT IT WILL DO (PERFORMANCE)

Breaking strength
Line 12

C 18 feels incompetent to interpret the meaning of "breaking strength" as a labeling item for cotton sheets. C 672 maintains that this item is non-essential. C 115 and C 305 contend that consumers are not educated to evaluate the results of the "breaking strength" tests.

Shrinkage
Warpwise, Fillingwise
Line 13

C 452 recommends the use of one statement to indicate the "shrinkage" of cotton sheets, holding that no purpose would be served by giving the shrinkage of warp and the filling separately. C 285 advises, "I buy 'sanforized' sheets and find them satisfactory." C 76 believes that in the schedule for cotton sheets the item "shrinkage" should have been placed immediately under "size" as part of the topic how it is made.

R 756 states, "I think the residual 'shrinkage of the length' of a sheet, but not the 'shrinkage of the width,' ought to be specified on the label."

Performance--General

C 3 advises: "I believe your schedule for cotton sheets should contain additional items under performance, as follows:

- A. Results of abrasive tests.
- B. Results of standardized laundering tests.
- C. Number of times sheet can be washed before tearing.

C 282 regards the items listed under performance as of more interest to purchasers than the other items in the schedule.

R 756 asserts: "The customer wants to know how long a cotton sheet will last. That information ought to be given on the label. 'Breaking strength' and 'shrinkage' can be omitted."

M 536 comments: "It would be advisable for the manufacturers to give more consideration to the effects of the amount of bleaching on the lasting qualities of cotton sheets. Also, I am in favor of informing purchasers concerning the number of times sheets can be laundered before splitting occurs (standard laundering practice assumed)."

F. SPONSOR

Name and address
Line 14

C 452 believes a label on a cotton sheet should contain the name and address of the manufacturer and of the retailer.

GENERAL COMMENTS

C 463 states that "fiber content" and "color fastness of edging" should have been included in the list of items in the schedule for cotton sheets. C 33 maintains that specifications corresponding to grade A for percale sheets and to grades A, B, and C for muslin sheets should be generally adopted, and the proper grade always specified on the label. C 76 contends that, if grades were adopted for cotton sheets, purchasers would then be provided with a satisfactory basis for comparing quality, instead of having to depend on price as the criterion.

C 3 writes: "The use of all the items that are given in the schedule for cotton sheets would make the labels too long. I suggest that the kind of label developed by the U. S. Bureau of Home Economics be considered a model."

M 646 advises: "It is our policy and earnest desire to cooperate in every way possible with our trade, but we cannot see any good reason for acquainting our competitors with all the details of the manufacture of our products.

"It has always been our policy to make the highest quality sheets and pillow cases without reference to specifications. That policy will be continued. We appreciate the good that has been accomplished through the setting up of standards. In our judgment, they are helpful in the manufacture of so-called standard merchandise.

"However, when it comes to making fabrics of good quality we prefer to set our own standards, which, we believe you will agree, denote a superior product."

M 650 states: "As you doubtless know, we manufacture wide sheetings, sheets and pillow cases. These commodities are marketed in various qualities and constructions. The American Standards Association has organized a committee to work out suitable standards. Such standards would be applicable to the goods we manufacture. Pending adoption of the report of this committee, we believe our customers are protected by trade marks, attached to the goods."

Check List suggested as basis for Informative Labels on
4. TERRY TOWELS

INSTRUCTIONS FOR FILLING OUT THIS CHECK LIST

- Below we submit a number of items of information which could be included on a merchandise label. Will you please indicate in the right-hand column the order of importance to you of the items suggested, i.e.: use "a" to indicate most important items; "b" for less important but desirable items; "c" for undesirable or unnecessary items; and "d" for items which must await agreement on standard test.
- This check list is being submitted to consumers, retailers and manufacturers. Please check here whether you are answering as consumer; consumer; retailer; manufacturer.
- Add any comments you may care to make or additional information you would like on the label on the reverse of this sheet.
- When finished, please sign and return this check list to the Consumer-Retailer Relations Council, 8 West 40th Street, New York City.

DATA SUGGESTED FOR INCLUSION ON LABELS

Record your vote by letter after each item, using code given in instruction 1.

A WHAT IT IS MADE OF (Composition)

1 Fiber content % by weight.....

B HOW IT IS MADE (Construction)

2 Size (in inches) (1)

Yarns per inch:

3 Ground warp per inch.....

4 Pile warp per inch.....

5 Filling per inch.....

6 Weight ounces per square yard.....

7 Loops per square inch.....

8 Selvage (2)

Ply of yarns:

9 Ground warp

10 Pile warp (loops)

11 Filling

C WHAT IT WILL DO (Performance)

12 Breaking strength (grab method) (3)

Warpwise (ground), not less than pounds

Fillingwise, not less than pounds

13 Shrinkage (4)

Warpwise, not more than %

Fillingwise, not more than %

14 Water absorption after washing (5)

15 Color permanence (6)

D SPONSOR

16 Name and address.....

EXPLANATORY NOTES

(To assist manufacturers and retailers in preparing labels based on the above information)

- See Simplified Practice Recommendation R 119-81, Fast-selvage Terry Towels, National Bureau of Standards.
- State ply of yarn and any special selvage reinforcements. State whether towel was woven single or cut from double woven fabric.
- The minimum breaking strength of both length and width should be given, tested by the method described in Commercial Standard CS 59-36 Woven Dress Fabrics—Testing and Reporting, National Bureau of Standards.
- See Federal Specifications for Textiles; Test-methods CCC-T-191.
- For example, "One square yard of this toweling after washing will absorb not less than ounces of water."
- Fastness to washing of fabric and/or applied stitching when tested according to methods in Federal Specifications for Textiles; Test-methods CCC-T-191.

Name..... Address.....

Firm, Organization or Association.....

When you have voted, please sign and return this form to the Consumer-Retailer Relations Council, 8 West 40th Street, New York City.

Table 8 - Terry towels: Items desirable for labels

(Based on reports from 428 consumers, 86 retailers, and 0 manufacturers)

Item	Items voted as desirable 1/			Items voted as desirable 1/ by 51 percent or more of consumers	
	Consumers	Retailers	Manufacturers	and 51 percent or more of retailers	
<u>What it is made of</u>	:	:	:	:	:
Fiber content	:	x	x	:	x
<u>How it is made</u>	:	:	:	:	
Size	:	x	x	:	x
Yarns per inch:	:	:	:	:	
Ground warp	:	x	:	:	
Pile warp	:	x	:	:	
Filling	:	x	:	:	
Weight	:	x	:	:	
Loops per square inch	:	x	:	:	
Selvage	:	x	:	:	
Ply of yarns	:	:	:	:	
Ground warp	:	x	:	:	
Pile warp (loops)	:	x	:	:	
Filling	:	x	:	:	
<u>What it will do</u>	:	:	:	:	
Breaking strength	:	x	:	:	
Shrinkage	:	x	x	:	x
Water absorption after:	:	:	:	:	
washing	:	x	x	:	x
Color permanence	:	x	x	:	x
<u>Sponsor</u>	:	:	:	:	
Name and address	:	x	:	:	
	:	:	:	:	

1/ "x" indicates item for which the combined "a" and "b" votes equal 51 percent or more of the total.

2/ No manufacturers voted.

Table 5 - Terry towels: Respondents classified according to preferences expressed for items on labels

(Based on reports from 428 consumers, 86 retailers, and 0 manufacturers)

Item	Proportion of persons marking item -			Proportion of persons expressing no preference		
	a, Most important:	b, Less important:	c, Undesirable or unnecessary:	d, Agreeing on standard test:	e, Agreeing on agreement on standard test:	f, Agreeing on agreement on standard test:
Convenience	26.7	33.3	39.9	Re-tail-er	Re-tail-er	Re-tail-er
Convenience	26.7	33.3	39.9	Con-tainer	Con-tainer	Con-tainer
Consumer	26.7	33.3	39.9	Con-tainer	Con-tainer	Con-tainer
Consumer	26.7	33.3	39.9	Con-tainer	Con-tainer	Con-tainer
Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent
What it is made of	84.5	55.5	28.6	12.5	3.0	1.2
Fiber content	90.2	85.4	7.0	2.1	0.7	0.1
How it is made						
Size						
Yarns per inch:						
Ground warp	50.5	8.1	22.9	15.1	10.0	5.7
Pile warp	57.2	9.5	23.8	14.0	10.0	5.7
Filling	58.9	7.0	23.6	14.0	8.6	5.3
Weight	50.2	17.4	27.3	23.7	13.6	4.2
Loops per square inch	60.3	11.6	21.3	17.4	11.0	5.5
Selvage	62.1	23.3	22.2	19.8	7.0	3.5
Ply of yarns:						
Ground warp	42.5	7.0	35.5	16.3	11.2	5.7
Pile warp (loops)	42.5	10.5	34.8	15.1	11.2	5.8
Filling	43.5	5.8	35.5	16.3	9.6	7.0

Table 9 - Terry towels (continued)

Item	Proportion of persons marking item-			Proportion of persons expressing no preference		
	a, Most important	b, Less important	c, Undesirable or unnecessary	d, Awaiting standard test	e, Manu-	f, Manu-
Re-	Mem-	Re-	Manu-	Re-	Con-	Re-
Con-	tail-	Con-	tail-	temp-	tail-	Mem-
tail-	fac-	tail-	sec-	fact-	sec-	tail-
sumo-	er	swen-	er	sumo-	er	sumo-
er	burer	sturer	er	burer	er	burer
Per-	Per-	Per-	Per-	Per-	Per-	Per-
cent	cent	cent	cent	cent	cent	cent
What it will do						
Breaking strength	71.0	17.4	15.9	22.1	5.4	45.3
Shrinkage	65.0	39.5	19.6	20.9	5.6	26.7
Water absorption after						
Washing	72.4	54.7	16.8	16.3	4.4	24.4
Color permanence	82.2	86.0	13.1	7.0	9	3.5
Sponsor						
Name and address	62.6	29.1	14.3	9.2	2.1	10.5

4. TERRY TOWELS

A. WHAT IT IS MADE OF (COMPOSITION)

Fiber content
Percent by weight
Line 1

C 91 remarks that cotton is the only fiber in terry towels. C 99 asks, "Should not some descriptive references to the character of the cotton be made on the labels?"

R 1225 says that the "fiber content" need be stated only in the event that the material is not exclusively cotton.

B. HOW IT IS MADE (CONSTRUCTION)

Size (in inches)
Line 2

C 147 believes the "size" should be stated on the labels whenever the towels are so packaged that it is not readily apparent to the purchaser.

Weight
Line 6

R 1223 suggests that "weight" be expressed on the labels in terms of pounds per dozen.

Construction--General

C 83 contends that, except for "size," the items listed under the heading construction are unnecessary for labels, holding that purchasers can form adequate judgment concerning these items through personal inspection of the towels at time of sale. C 37 writes: "Not all the items you have listed under construction should be included on the labels. Would it not be possible to give some idea as to how long a towel will last? Perhaps the purchaser could be informed that with hard wear it can be used one year, with average wear, two years." C 89 and C 91 think the "number of picks per loop" and "single loop" or "double loop" (depending on the towel) should be specified.

Water absorption
after washing
Line 14

R 1281 says, "Try and find out about 'water absorption after washing' when buying towels!!!"

Color permanence
Line 15

C 76 states that a purchaser ought to be told if the fabric is yarn dyed, of fast color. C 301 declares, "This matter of 'color permanence' is very important, as I have found

out from an unhappy experience. Two extra large, expensive towels, in black and white, which I bought, simply cannot withstand repeated use of hot water."

R 1225 writes, "Purchasers should be cautioned against excess dye of deep tone."

Performance--General

C 58 believes the results of an abrasion test on the pile should be shown on the label for each towel.

C. WHAT IT WILL DO (PERFORMANCE)

Breaking strength
(grab method)
Line 12

C 18 feels incompetent to interpret the meaning of "breaking strength" as a labeling item for terry towels. C 305 contends that consumers are not educated to evaluate the results of the "breaking strength" tests.

C 115 asserts that the severity of usage of towels varies so much among families and individuals that "breaking strength" can have little value as a labeling item.

R 1281 states, "The 'breaking strength' should always be given."

Shrinkage:
Warpwise and
Fillingwise
Line 13

C 452 thinks the item "shrinkage" probably should be omitted from the labels, except when towels are made of mercerized yarn, C 285 says, "I buy 'sanforized' towels and find them satisfactory."

F. SPONSOR

Name and address
Line 16

C 452 recommends that the name and address of the manufacturer and the retailer be stated on each label for terry towels. C 115 says, "Worthy articles always bear the 'name and address of sponsor!'"

GENERAL COMMENTS

Both C 33 and C 76 suggest that the grade should be made known to a purchaser of terry towels.

C 1315 writes: "I regret my inability to fill out the schedules more fully; they are too technical for a mere consumer."

"The schedule for terry towels is an example. Although I think I know how to buy

towels, I dare say I have never bothered to inquire about the number of 'loops per square inch' or 'yarns per inch.' Moreover, I have never worried about 'breaking strength' or several of the other items listed. I would never insist on many items for a label. A few concise remarks on 'size' and kind of material, and on care, are essential; these are the details the purchaser is mainly interested in."

Check List suggested as basis for Informative Labels on
5. KITCHEN KNIVES

INSTRUCTIONS FOR FILLING OUT THIS CHECK LIST

1. Below we submit a number of items of information which could be included on a merchandise label. Will you please indicate in the right-hand column the order of importance to you of the items suggested, i.e.: use "a" to indicate most important items; "b" for less important but desirable items; "c" for undesirable or unnecessary items; and "d" for items which must await agreement on standard test.
2. This check list is being submitted to consumers, retailers and manufacturers. Please check here whether you are answering as consumer; retailer; manufacturer.
3. Add any comments you may care to make or additional information you would like on the label on the reverse of this sheet.
4. When finished, please sign and return this check list to the Consumer-Retailer Relations Council, 8 West 40th Street, New York City.

DATA SUGGESTED FOR INCLUSION ON LABELS

Record your vote by letter after each item, using code given in instruction 1.

A WHAT IT IS MADE OF (Composition)

Metal:

- 1 Kind (1) _____
- 2 Carbon content % _____
- 3 Chromium or other alloy (2) _____
- 4 Hardness (3) _____
- 5 Material of handle _____

B HOW IT IS MADE (Construction)

- 6 Method of manufacture (4) _____
- Maximum thickness of blade:
- 7 At handle _____
- 8 Near point _____
- 9 Back of blade _____
- 10 $\frac{1}{8}$ inch from cutting edge _____
- 11 Shape (5) _____
- 12 Length of blade _____ inches.
- 13 Method of fastening handle to blade _____

C WHAT IT WILL DO (Performance)

- 14 Characteristics of handle (6) _____

- 15 RECOMMENDED USE _____

D SPONSOR

- 16 Name and address _____

EXPLANATORY NOTES

(To assist manufacturers and retailers in preparing labels based on the above information)

- (1) Example: carbon steel, stainless steel, stainless iron, or low carbon steel.
- (2) Chromium or other metal to which stainless properties are due—state in percentage.
- (3) Indicate by number the hardness of the steel as measured by the Rockwell C. Hardness standard scale.
- (4) For example: forged, bevelled, or stamped.
- (5) Give the name of the special shape, if there is one.
- (6) Give characteristics as to absorption, whether or not it will stain the hand of the user, etc.

Name Address

Firm, Organization or Association

When you have voted, please sign and return this form to the Consumer-Retailer Relations Council, 8 West 40th Street, New York City.

Table 10 - Kitchen knives: Items desirable for labels

(Based on reports from 427 consumers, 73 retailers, and 0 manufacturers)

Item	Items voted as desirable 1/ by 51 percent or more of -		Items voted as desirable 1/ by 51 percent or more of consumers		and 51 percent or more of retailers 2/
	Consumers	Retailers	Manufacturers	2/	
<u>What it is made of</u>					
Metal:					
Kind	x	x			x
Carbon content	x				
Chromium or other alloy					
Hardness	x				
Material of handle	x	x	x		x
<u>How it is made</u>					
Method of manufacture	x				
Maximum thickness of blade:					
At handle	x				
Near point	x				
Back of blade	x				
1/8 inch from cutting edge	x				
Shape	x				
Length of blade	x	x			x
Method of fastening handle to blade	x	x	x		x
<u>What it will do</u>					
Characteristics of handle	x	x			x
<u>Recommended use</u>	x	x			x
<u>Sponsor</u>					
Name and address	x				

1/ "x" indicates item for which the combined "a" and "b" votes equal 51 percent or more of the total.

2/ No manufacturers voted.

Table 11 - Kitchen knives: Respondents classified according to preferences expressed for items on labels
 (Based on reports from 427 consumers, 73 retailers, and 0 manufacturers)

Item	Proportion of persons marking item -				Proportion of persons expressing no preference			
	a, Most important	b, Less important but desirable	c, Undesirable or unnecessary	d, Awaiting agreement on standard test	Re-tail-er	Manu-fac-tur-er	Con-sum-er	Re-tail-er
Con-sum-er	Re-tail-er	Manu-fac-tur-er	Re-tail-er	Con-sum-er	Re-tail-er	Manu-fac-tur-er	Con-sum-er	Re-tail-er
Con-sum-er	Re-tail-er	Manu-fac-tur-er	Re-tail-er	Con-sum-er	Re-tail-er	Manu-fac-tur-er	Con-sum-er	Re-tail-er
Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
What it is made of								
Metal:								
Kind	94.1	72.6	5	2.7	2	4.1	—	—
Carbon content	39.6	9.6	27.9	19.2	14.5	37.0	1.4	4.1
Chromium or other alloy	51.5	17.8	28.3	30.1	6.6	26.0	0.9	1.4
Hardness	63.9	16.4	19.0	27.4	3.3	24.7	1.6	2.7
Material of handle	71.2	49.3	16.6	21.9	3.5	5.5	0.5	—
How it is made								
Method of manufacture	47.8	37.0	27.9	12.3	15.0	24.7	7	2.7
Maximum thickness of blade	20.8	6.8	39.1	12.3	25.1	47.9	1.2	5.5
At handle	22.0	5.5	36.5	13.7	25.1	47.9	1.4	5.5
Near point	17.1	2.7	40.3	13.7	26.9	49.3	0.9	6.8
Back of blade								
1/8 inch from cutting edge	20.6	8.2	38.2	13.7	24.6	43.8	1.2	5.5
Shape	33.0	15.1	32.3	28.8	22.0	26.0	0.9	—
Length of blade	48.7	42.5	26.9	26.0	12.9	6.8	0.7	—
Method of fastening handle to blade	78.5	32.9	11.0	24.7	2.1	16.4	0.5	1.4

58

1

20.6

30.1

24.7

28.8

23.3

27.5

27.4

27.5

28.8

30.1

24.7

24.6

Table 11 = Kitchen knives (continued)

Item	Proportion of persons marking item -				Proportion of persons expressing no preference			
	a, Most important but desirable	b, Less important but necessary	c, Undesirable or unnecessary	d, Awaiting agreement on standard test	Re-sumer	Kanu-stail-sumer	Con-fac-turer	Re-tail-fac-turer
Characteristics of handle	70.5: 47.9:	18.0: 19.2:	4.2: 13.7:	2.2: -	7.1: 19.2:	7.1: 19.2:	9.1: 23.7:	59.1: 1
Recommended use	59.5: 52.1:	23.7: 12.3:	7.7: 5.5:	-: 1.4:	7.1: 19.2:	7.1: 19.2:	9.1: 23.7:	59.1: 1
Sponsor Name and address	61.1: 21.9:	12.2: 6.3:	3.5: 13.7:	2.2: -	7.1: 19.2:	7.1: 19.2:	9.1: 23.7:	23.0: 57.6:

5. KITCHEN KNIVES

A. WHAT IT IS MADE OF (COMPOSITION)

Metal:

Kind

Line 1

C 285 states, "Some provision should be made, through a label or otherwise, to inform a purchaser of kitchen knives if the 'metal' is likely to retain a sharp edge." Both C 285 and C 282 complain that many stainless steel knives are hard to keep sharp. C 301 advises, "The most important question is: does the stainless property offset inability to hold an edge?" C 20 believes information should be supplied as to what particular food products do not affect the "metal."

R 1253 says, "Consumers want to know, most of all, if a knife will hold its edge and how long."

Carbon content
Line 2

C 19 recommends that purchasers of kitchen knives receive information regarding the "carbon

content of the metal," this information to include an explanation of the descriptive terms used. C 14 declares that one item on the label could suffice for "kind" and "carbon content."

Hardness
Line 4

C 19 believes an explanation of the term "hardness" would be helpful to purchasers.

General as to metal

C 99 states: "In the schedule for kitchen knives, there is no item pertaining to the length of time a blade can be expected to stay sharp. Would that be indicated by the 'kind of metal,' and would purchasers ordinarily know about the quality of the 'metal'?"

M 649 writes: "It is very important to specify, on the blade or label, the 'kind of metal' the blade is made of. This would be either carbon or stainless steel.

"Carbon steels need not be described as to hardness or degree of carbon steel. All cutlery steels must be of high carbon content and heat treated (hardened and tempered). The only real chance for variation in a carbon steel knife is in the quality of the grinding.

"Let us consider just when the term 'stainless steel' may be used. In the first

place, you could not get many steel mills (the manufacturers of raw steel) to give you an honest-to-goodness definition, whereby you could differentiate between stainless steel and stainless iron. In our opinion, there is no such thing as stainless iron. It's all stainless steel.

"Now, there are essentially two grades of stainless steel. The cheaper grades, cold rolled for hardness at the mill, have a low carbon content. The better grades (high carbon content) are made soft at the mill, and the manufacturer of the knife must heat, treat, and temper it.

"I should say that the words 'stainless steel' on a blade would suffice to indicate, in general, the following classifications or designations:

1. Stainless Steel
2. High carbon stainless steel--tempered

"For 2, please note that there are varying degrees of high carbon steel. Too high 'carbon content' might denote a surgical steel, having an edge that would shatter in ordinary kitchen use.

"I think it inadvisable to specify carbon content in a stainless steel blade--no matter

whether high or low in percentage. I think it is much better to simply specify 'high carbon stainless steel--tempered.'

"It would be inadvisable to specify the degree of hardness, in accordance with the Rockwell C test."

Material of handle
Line 5

C 34 proposes that the kind of wood or other material in the handle be specified on a label. C 282 regards a non-painted handle as desirable. C 298 says, "If handle material is inflammable, that fact should be stated."

C 126 writes: "If the handle is inflammable, it should be definitely so labeled. An experience with a butcher knife, given as a premium with a nationally advertised food product, has been related to me. A hot skillet was accidentally placed against the knife handle, whereupon the handle began to smoke violently. Plunging it successively into two pans of cold water failed to stop the smoking. Enough heat was generated (possibly through some chemical reaction) to make the water boil in both pans."

Composition--General

C 452 comments, "Consumers will probably ask for more labeling items than are listed in the schedule for kitchen knives." C 38 states that she is not familiar with the terms, "kind," "carbon content," "chromium or other alloy," "hardness," and "material of handle." C 301 advises that the items listed under composition should be stated in clearer terms.

B. HOW IT IS MADE (CONSTRUCTION)

Method of manufacture
Line 6

M 649 explains: "I believe it inadvisable to specify the 'method of manufacture.' In any event, the term 'beveled' would be a misnomer; 'taper-ground' or 'stamped' would be more suitable. Incidentally, I believe it is possible to make a stamped blade that would prove just as satisfactory as a forged blade."

Maximum thickness
of blade
Lines 7 to 10

C 220 writes that information concerning the "maximum thickness of blade" is needed on mail order knives. C 238 argues that from the standpoint of labeling this item could be of little

consequence, since "one ordinarily does not buy knives without seeing them."

M 649 says: "A thick blade is not always a good one. We know, for example, that a woman does not want a thick blade for a paring knife or a slicer."

Shape
Line 11

R 1225 observes that the shape of a knife is governed by the use to which it is put.

M 649 comments, "I believe it would be unnecessary to specify any 'special shape!'"

Method of fastening
handle to blade
Line 13

C 250 maintains that labels for kitchen knives should by all means include the item "method of fastening handle to blade." C 34 considers that item non-essential, on the ground that a purchaser can readily perceive the method.

Construction--General

C 283 suggests that on a label for a kitchen knife something be said about the durability of the handle, with especial reference to the probable length of time the blade will last.

M 649 comments: "I do not believe that any of the items you have listed under how it is made

would help the purchaser make the right choice or prevent the wrong choice. Instead of all these items, some reference to the grinding of the steel (taper-ground, etc.) would suffice.

C. WHAT IT WILL DO (PERFORMANCE)

Characteristics of
handle
Line 14

C 250 writes: "Purchasers of kitchen knives should always be told about the 'characteristics of the handle.' To illustrate: the descriptive term 'rosewood' would indicate to me that the handle would not stain tea towels."

C 254 comments that, as a protection to the fingers, the handle should extend part way over the blade. C 285 asks, "Would it be feasible to give the purchaser some assurance that the handle will remain securely fastened to the blade?"

Both R 1253 and R 1281 state, "The purchaser of a kitchen knife is entitled to know if the handle will stay on." R 1223 perceives a need for a simple description of the material in the handle; thus: plastic, hardwood, etc.

M 649 writes: "I believe it is advisable to designate the wood in the handle material, but

only at the option of the manufacturer, since it is impossible to get all the desirable information on the etching of any blade. I do not consider it advisable to give the degree of water absorption of the handle.

"Kitchen knives are often bought merely on the basis of their appearance."

Performance--General

C 978 declares that in drawing up the schedule additional items should have been listed for consideration under performance.

E. RECOMMENDED USE

C 34 insists that instructions for cutting hot meats, for slicing, for paring, etc., always be furnished purchasers of kitchen knives.

R 1281 says, "A purchaser of a kitchen knife would be able to make a more intelligent selection if the use to which it is adapted (slicing, paring, etc.) were stated on a label."

F. SPONSOR

Name and address
Line 16

C 298 remarks, "Name and address of sponsor should be etched or stamped indelibly on handle."

GENERAL COMMENTS

C 34 suggests that the purchaser of a kitchen knife be advised about the type of sharpener to be used. C 76 states: "Some expert grading or rating of the quality of the steel would be desirable. I believe special directions for handling steel knives would be helpful."

C 33 says, "I do not know enough about the requirements of a good knife to comment intelligently." C 38 advises, "The terminology used in the schedule is unfamiliar to me."

C 34 comments: "I have felt incompetent to judge the significance of all the items, but I have been able to express opinion concerning several. Apropos of what it will do (performance), I have suggested that no guarantee of a sharp

edge is feasible, since that is so dependent on every day care and the manner of cutting or slicing. Your schedule would have been better organized if the item 'characteristics of handle,' in the section what it will do, had followed the item 'material of handle,' in the section what it is made of."

C 99 writes: "Many items such as 'length,' 'shape,' etc., might be used to advantage in advertising or in catalogues. But are they necessary when one can actually see the knives?" C 148 advises that many of the items listed in the schedule would be pertinent whenever kitchen knives were selected by means of a catalogue.

R 1281 believes that a knowledge of "carbon content" or how it is made is of no particular value to the "average consumer."

M 640 comments: "It is unfortunate that the nature of our business requires tremendous volume production in order to bring our goods into certain price classes. For that reason, every penny, every fraction of a cent, is terribly important to us.

"We do not deny the motive behind your effort to label all products informatively for consumers. However, in our case manufacturing

costs dictate that it simply cannot be done.

"The above applies to the general run of 700 to 800 articles we manufacture. In a few isolated cases, where the unit of sale is high enough to permit a little leeway, we are attempting packaging or labeling our products so as to give a great deal of information at the point of sale.

"We are very sorry that we cannot entirely cooperate in your plan."

M 649 writes: "There are very, very few knives that are labeled or boxed individually. I should say offhand that 999 out of 1000 are sold unlabeled and unboxed. The only place the manufacturer has a chance to mark or label knives is in the etching or stamping on the blade. That brings up quite a problem. On a small knife, it is impossible to etch very much in the way of information, due to the lack of space.

"I like the sort of work you are doing and would be delighted to cooperate further. I may not be right in everything I have told you but can only advise that I have been conscientious in giving the best information at my disposal."

Check List suggested as basis for Informative Labels on
6. WINDOW SHADES

INSTRUCTIONS FOR FILLING OUT THIS CHECK LIST

1. Below we submit a number of items of information which could be included on a merchandise label. Will you please indicate in the right-hand column the order of importance to you of the items suggested, i.e.: use "a" to indicate most important items; "b" for less important but desirable items; "c" for undesirable or unnecessary items; and "d" for items which must await agreement on standard test.

2. This check list is being submitted to consumers, retailers and manufacturers. Please check here whether you are answering as consumer; retailer; manufacturer.

3. Add any comments you may care to make or additional information you would like on the label on the reverse of this sheet.

4. When finished, please sign and return this check list to the Consumer-Retailer Relations Council, 8 West 40th Street, New York City.

DATA SUGGESTED FOR INCLUSION ON LABELS

Record your vote by letter after each item, using code given in instruction 1.

A. WHAT IT IS MADE OF (Composition)

1 Shade material: Fiber content (1) _____

B. HOW IT IS MADE (Construction)

Shade material:

2 Finished size: width _____ inches; length _____ inches

3 Yarns per inch (2): warpwise _____; fillingwise _____

4 Finish (3): Kind _____; per cent used _____

5 Permanency _____

Roller:

6 Size: diameter _____ inches; length _____ inches

7 Spring: length _____ inches

8 Metal used in cap _____

C. WHAT IT WILL DO (Performance)

Shade material

9 Breaking strength (grab method) (4) _____

Warpwise, not less than _____ pounds

Fillingwise, not less than _____ pounds

10 Resistance to cracking and pinholing _____

11 Water repellency (5) _____

12 Color permanence (6): to sunlight _____

D. HOW TO CARE FOR IT

13 Special directions for washing or cleaning (7) _____

E. SPONSOR

14 Name and address _____

EXPLANATORY NOTES

(To assist manufacturers and retailers in preparing labels based on the above information)

(1) The raw material from which the shade is made should be designated, i.e.: cotton, linen, paper, etc.

(2) If cloth, the minimum number of yarns per inch in each direction should be given.

(3) The kind of finish, such as oil or water paint, pyroxylin, or other coatings, should be given. Also state percentage used.

(4) If cloth, state the breaking strength in pounds both for the warp and the filling. For nonwoven materials, such as paper, the usual method of recording strength is to give the bursting strength in

pounds. Refer to Federal Specifications for Shades, window; roller, slats, cords, and other accessories, DDD-S-251.

(5) Will steam or rain remove finish? Is the shade water repellent?

(6) To be rated as color fast to sunlight, a shade or shade cloth shall not show an appreciable change in color after 100 hours of exposure in the fadeometer.

(7) State definitely whether the shade is washable or not. Give special instructions or precautions for cleaning, if not washable.

Name _____ Address _____

Firm, Organization or Association _____

When you have voted, please sign and return this form to the Consumer-Retailer Relations Council, 8 West 40th Street, New York City.

Table 12 - Window shades: Items desirable for labels

(Based on reports from 428 consumers, 78 retailers, and 8 manufacturers)

Item	Items voted as desirable 1/ by 51 percent or more of -			Items voted as desirable 1/ by 51 percent or more of consumers		
	Consumers	Retailers	Manufac-	:: and 51 percent or more of retailers		
			turors			
<u>What it is made of</u>						
Shade material:						
Fiber content	x	x	x	x		x
<u>How it is made</u>						
Shade material:						
Finished size	x	x	x	x		x
Yarns per inch	x					
Kind of finish	x		x			x
Permanency of finish	x	x	x			x
Roller:						
Size	x	x	x	x		x
Length of spring	x					
Metal used in cap	x					
<u>What it will do</u>						
Shade material:						
Breaking strength	x					
Resistance to cracking and pinholing	x	x	x	x		x
Water repellency	x	x	x	x		x
Color permanence to sunlight	x	x	x	x		x
<u>How to care for it</u>						
Special directions for:						
washing or cleaning	x	x	x	x		x
<u>Sponsor</u>						
Name and address	x					

1/ "x" indicates item for which the combined "a" and "b" votes equal 51 percent or more of the total.

Table 13 - Window shades: Respondents classified according to preferences expressed for items on labels

(Based on reports from 428 consumers, 73 retailers, and 8 manufacturers)

Item	Proportion of persons marking item -				Proportion of persons expressing no preference			
	a, Most important	b, Less important	c, Undesirable or unnecessary	d, Awaiting agreement on standard test	Re-tail-er	Manu-turer	Con-tainer	Con-summer
Consumer	Re-tail-er	Manu-turer	Con-tainer	Con-summer	Re-tail-er	Manu-turer	Con-tainer	Con-summer
Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
What it is made of	94.2	70.5	75.0	2.3	12.8	-	7	5.1
Shade material:								
Fiber content								
How it is made								
Shade material:								
Finished size	93.0	71.8	75.0	3.3	7.7	-	7	9.0
Yarns per inch	43.7	9.0	-	35.3	12.8	37.5	11.4	61.5
Kind of finish	74.5	34.6	37.5	14.0	17.9	-	4.2	28.2
Permanency of finish	83.2	39.7	37.5	7.7	20.5	12.5	7	17.9
Roller:								
Size	71.5	46.2	50.0	15.7	15.4	25.0	5.8	19.2
Length of spring	56.1	14.1	-	28.0	26.2	25.0	8.4	43.6
Metal used in cap	31.3	6.4	-	40.2	12.8	25.0	20.6	62.8
What it will do								
Shade material:								
Breaking strength	64.0	14.1	12.5	20.8	15.4	-	6.3	48.7
Resistance to cracking and pinholing								
Water repellency	89.7	46.2	75.0	4.0	21.8	-	7	10.3
Color permanence to sunlight	86.2	65.4	12.5	-7.2	15.4	62.5	1.4	5.1

Table 13 - Window shades (continued)

6. WINDOW SHADES

A. WHAT IT IS MADE OF (COMPOSITION)

Shade material:

Fiber content

Line 1

R 1225 believes reference to "fiber content" is proper on labels for window shades only when the material is other than cotton.

B. HOW IT IS MADE (CONSTRUCTION)

Shade material:

Finish

Line 4

C 240 comments: "The quality of window shades could be judged much better, if the 'character of finish' (oil paint, water paint, pyroxylin, etc.) were stated on labels. 'Percent of coating' would be somewhat less important than 'character of finish!'"

R 1225 expresses somewhat the same opinions as C 240.

Metal used in cap
Line 8

C 3 says, "Being uninformed regarding the 'metal used in cap' of roller, I am unable to state a preference."

General

C 37 comments: "Purchasers of window shades ought to be told if the 'rollers are made of wood or metal. It might be a good idea for many of us to learn how the shades are applied to the rollers!"

C. WHAT IT WILL DO (PERFORMANCE)

Shade material:
Breaking strength
(grab method)
Warpwise and
Fillingwise
Line 9

C 18 feels incompetent to interpret the meaning of "breaking strength" as a labeling item for window shades. C 305 contends that consumers are not educated to evaluate the results of the "breaking strength" tests. C 115 remarks that whether or not a shade will break easily depends on the user. C 452 would endorse the inclusion of "breaking strength" on labels if there were exact methods of testing.

Shade material:
Resistance to crack-
ing and pinholing
Line 10

C 34 declares that the item "resistance to cracking and pinholing of the shade material" is very important. C 452 expresses the same opinion but wonders if a satisfactory test can be made.

Performance--General

R 1218 advises that the "degree of opaqueness" should be considered in connection with performance.

D. HOW TO CARE FOR IT

No comments.

F. SPONSOR

Name and address
Line 14

C 115 says, "Worthy articles always bear the 'name and address of sponsor.'"

GENERAL COMMENTS

C 37 writes: "I think information should be given as to whether the slat in a window shade is of wood or metal. Could not a pur-chaser be told something about the probable length of service, possibly through a statement,

such as, 'with average wear shade will last five years'?"

C 33 says, "Here again, I would like to buy on the basis of established grades as I am not familiar with the detailed qualities of window shades."

M 452 writes: "We feel that no scheme of informative labeling is worth the paper it is printed on unless there is some method of policing to make sure that articles are truly described.

"Among the possible items you have listed are 'permanency,' 'resistance to cracking and pinholing,' and 'color permanence.' Any grading or testing for these items should be made upon a piece of weather tested shade material. It is quite possible to put a number of different types of shade cloth through a lot of unusual tests when the material is new and have the shade cloth stand up admirably. Such tests are not of any importance. Tests should be made on pieces of shade cloth which have been exposed to the sunlight for some time, as many cloths which can stand severe tests when new just can't take it after they become aged."

M 602 comments: "A very good idea of the characteristics or value of drugs, food products, etc., may be obtained when the harmful, injurious, or beneficial elements contained therein are specified on labels. But we do not believe a similar statement can apply to our industry.

"In the first place, there is no substitute for honesty, and we are sorry to state that, in our opinion, a very great deal of misleading advertising has been indulged in by this industry. The very use of the word 'fiber' which appears in your schedule is an indication of this. This word has been used in preference to 'paper' in order to mislead the buying public, as few people are aware that paper is considered as made of wood fiber.

"Another very misleading statement pertains to washability of shade cloth. Almost any good quality of shade cloth is washable to some extent when new. But we do not know of any shade cloth which is washable, in the strict sense of the word, after it has hung in the sunlight for a period of from two to three years, after which most people would want shades washed.

"Retailers, who understand their merchandise,

possess detailed information relative to the kind of material in the window shades they are selling. They can represent this material either honestly or dishonestly, as they see fit. If they are not completely informed, the simple expedient of reading a dozen or more lines of printed matter on a label would not change a prospective purchaser from a novice to an expert. In our opinion, expert knowledge is required for judging the real value of window shade material."

Check List suggested as basis for Informative Labels on
7. MEN'S HOSIERY

INSTRUCTIONS FOR FILLING OUT THIS CHECK LIST

1. Below we submit a number of items of information which could be included on a merchandise label. Will you please indicate in the right-hand column the order of importance to you of the items suggested, i.e.: use "a" to indicate most important items; "b" for less important but desirable items; "c" for undesirable or unnecessary items; and "d" for items which must await agreement on standard test.
2. This check list is being submitted to consumers, retailers and manufacturers. Please check here whether you are answering as consumer; retailer; manufacturer.
3. Add any comments you may care to make or additional information you would like on the label on the reverse of this sheet.
4. When finished, please sign and return this check list to the Consumer-Retailer Relations Council, 8 West 40th Street, New York City.

DATA SUGGESTED FOR INCLUSION ON LABELS

Record your vote by letter after each item, using code given in instruction 1.

A. WHAT IT IS MADE OF (Composition)

1 Fiber content of body (1) _____ %
2 of heel and toe _____ %

B. HOW IT IS MADE (Construction)

3 Size
4 Construction (2)
5 Total number of needles
6 Courses per inch
7 If silk, number of threads in body
8 Reinforcements

C. WHAT IT WILL DO (Performance)

9 Bursting strength of body
10 Shrinkage (3): not more than
Color permanence (4):
11 To washing
12 To perspiration

D. HOW TO CARE FOR IT

13 Special washing directions

E. SPONSOR

14 Name and address

EXPLANATORY NOTES

(To assist manufacturers and retailers in preparing labels based on the above information)

(1) Give percentage by weight of all fibers used in body, heel and toe.
(2) State whether circular knit, with or without mock seam, or full fashioned construction. Give type of splice reinforcements at heel, and construction of the top. (Where there is an elastic woven in the top, the wearing qualities of the elastic should be guaranteed for the life of the hose).
(3) Hose should be tested for shrinkage in ordinary laundering. Amount of shrinkage should be stated in terms of size: $\frac{1}{4}$ size, $\frac{1}{2}$ size, etc.
(4) It is necessary to test the color permanence of all colors to washing and perspiration. Colors which are not fast should be definitely listed in the label as not permanent. On labels for hose which "bleed", definite instructions should be given.

Name Address

Firm, Organization or Association

When you have voted, please sign and return this form to the Consumer-Retailer Relations Council, 8 West 40th Street, New York City.

Table 14 - Men's hosiery: Items desirable for labels

(Based on reports from 429 consumers, 39 retailers, and 12 manufacturers)

Item	Items voted as desirable 1/ by 51 percent or more of -		Manufac- turers		Items voted as desir- able 1/ by 51 percent or more of consumers and 51 percent or more of retailers	
	Consumers	Retailers	Consumers	Retailers	Consumers	Retailers
<u>What it is made of</u>	:	:	:	:	:	:
Fiber content of:	:	:	:	:	:	:
Body	:	x	:	x	:	x
Heel and toe	:	x	:	x	:	x
<u>How it is made</u>	:	:	:	:	:	:
Size	:	x	:	x	:	x
Construction	:	x	:	x	:	x
Total number of needles:	x	:	:	:	:	:
Courses per inch	:	x	:	:	:	:
If silk, number of threads in body	:	:	:	:	:	:
Reinforcements	:	x	:	x	:	x
<u>What it will do</u>	:	:	:	:	:	:
Bursting strength of body	:	x	:	:	:	:
Shrinkage	:	x	:	x	:	x
Color permanence:	:	:	:	:	:	:
To washing	:	x	:	x	:	x
To perspiration	:	x	:	x	:	x
<u>How to care for it</u>	:	:	:	:	:	:
Special washing directions	:	x	:	x	:	x
<u>Sponsor</u>	:	:	:	:	:	:
Name and address	:	x	:	:	:	:

1/ "x" indicates item for which the combined "a" and "b" votes equal 51 percent or more of the total.

Table 15 - Kien's hosiery: Respondents classified according to preferences expressed for items on labels

(Based on reports from 429 consumers, 89 retailers, and 12 manufacturers)

Item	Proportion of persons marking item -						Proportion of persons expressing no preference					
	a, Most important	b, Less important but desirable	c, Undesirable or unnecessary	d, Awaiting agreement on standard test	Re-tail-sumer	Manu-turer	Re-tail-sumer	Manu-turer	Con-tainer	Con-tainer	Re-tail-sumer	Re-tail-sumer
Con-sumer	Re-tail-sumer	Con-sumer	Re-tail-sumer	Con-sumer	Re-tail-sumer	Con-sumer	Re-tail-sumer	Con-sumer	Con-tainer	Con-tainer	Re-tail-sumer	Re-tail-sumer
Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
91.1	70.8	83.3	4.2	21.3	8.3	7	4.5	8.4	2	1.1	-	3.8
38.6	57.3	25.0	4.9	27.0	50.0	1.4	7.9	25.0	2	3.4	-	4.9
<u>What it is made of</u>												
Fiber content of:												
Body	94.2	89.8	75.0	1.9	1.1	16.7	9	3.4	8.3	-	-	3.0
Heel and toe	69.7	20.2	-	18.2	31.5	25.0	4.2	30.3	66.7	2	3.4	-
<u>How it is made</u>												
Size	30.5	4.5	-	34.7	14.6	25.0	22.6	62.9	66.7	7	5.6	-
Construction	28.7	2.2	-	34.5	9.0	-	23.3	63.5	91.7	7	4.5	-
Total number of needles:	51.3	15.7	16.7	27.2	22.5	25.0	11.2	43.8	50.0	2	3.4	-
Courses per inch	66.9	25.6	16.7	19.6	32.6	50.0	4.7	22.5	33.3	-	2.2	-
If silk, number of threads in body												
Reinforcements												
<u>What it will do</u>												
Bursting strength of body	62.0	10.1	-	22.6	16.9	16.7	6.1	51.7	66.7	2.1	7.9	8.3
Shrinkage	53.4	37.1	8.2	8.9	27.0	16.7	1.9	20.2	41.7	5	5.6	16.7
Color permanence:												
To washing	92.3	57.3	33.3	3.7	19.1	25.0	-	15.7	25.0	-	2.2	16.7
To perspiration	84.1	40.4	16.7	7.7	16.9	16.7	1.6	22.5	50.0	5	5.6	16.6

Table 15 - Men's hosiery (continued)

Item	Proportion of persons marking item -			Proportion of persons expressing no preference		
	a, Most important	b, Less important	c, Undesirable or unnecessary	d, Awaiting agreement on standard test	Re- tail- sumer	Manu- factur- er
Con- sumer	Re- tail- sumer	Re- tail- sumer	Re- tail- sumer	Re- tail- sumer	Re- tail- sumer	Re- tail- sumer
Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent	Per- cent
How to care for it	77.6	57.2	33.3	13.3	19.1	33.3
Special washing directions	5.6	14.6	16.7	-	2.2	8.3
Sponsor	62.0	24.7	16.7	13.8	11.2	33.3
Name and address	62.0	24.7	16.7	13.8	11.2	33.3

7. MEN'S HOSIERY

A. WHAT IT IS MADE OF (COMPOSITION)

Fiber content of body

Line 1

R 1287 recommends that the "fiber content of body" be specified on the soles of men's hosiery.

Fiber content of heel
and toe

Line 2

C 76 thinks any statement relating to heel and toe should be accompanied by one giving the "fiber content of foot."

R 1279 is interested in the possibility of informing purchasers "if the heels and toes are reinforced (silk plate)."

M 558 believes information concerning "fiber content of heel and toe" is desirable, but not necessarily in terms of percentages.

B. HOW IT IS MADE (CONSTRUCTION)

Size
Line 3

C 1071 writes, "Real standards, sadly lacking at present, should be established for 'size!'"

R 1287 recommends that the "size" always be stamped on the heel.

Total number of needles
Line 5

R 1287 regards "total number of needles" as an unnecessary labeling item.

If silk, number of
threads in body
Line 7

C 452 comments, "I am uncertain about the meaning of the item 'number of threads in body'; if it refers to yarn, it is important."

C. WHAT IT WILL DO (PERFORMANCE)

Bursting strength of
body
Line 9

C 452 says, "Every label for men's hosiery should contain a statement regarding 'abrasion.' There is no need for any reference to 'bursting strength!'" C 527 advises that adoption of the item "bursting strength," though important, must await agreement on standard test.

Shrinkage
Line 10

R 1279 believes "shrinkage" would be

adequately indicated by a statement as to whether hosiery is "sanforized" or "preshrunk."

M 647 writes: "There is no test that will show actual 'shrinkage.' Only wear can show this. Tubular goods, and particularly men's socks, cannot be truly tested for 'shrinkage!'"

Performance--General

C 115 remarks that the performance of men's hosiery depends mainly on the user. C 58 is interested in "abrasion on heel and entire foot" and "catch or pulling of yarns of leg and body."

R 1279 suggests the need for a labeling item relating to "deterioration that is caused by perspiration."

D. HOW TO CARE FOR IT

Special washing
directions
Line 13

R 1226 states: "'Special washing directions' should be given for all wool hose and hose made chiefly of wool. The directions should be printed on slips of paper and inserted in each pair." R 1279 makes a similar comment and adds,

"Advice concerning the most satisfactory kinds of soap should be given by all means."

F. SPONSOR

No comments.

GENERAL COMMENTS

C 76 states, "I believe that grading or rating of men's hosiery would be helpful, if the rating were well understood by purchasers."

R 1226 observes: "A label containing too much technical information might not be read very carefully and would therefore lose informative value."

M 647 writes: "If we were to show, either on the label (rider ticket) or on a sole transfer, everything now suggested, the buying public would be confused rather than enlightened. In our estimation, the purchaser wants to know, most of all, if a sock is made of cotton, rayon, or wool, or a combination of any of these fibers. In line with our own practice, the requisite

information should be given on either a label or a sole stamp. A consumer, in our estimation, is not interested in knowing of what material the heels, toes, and tops are made.

"Satisfactory wear is the most important essential for a sock. Of course, we assume that it is made to size, and that it does not shrink more than permissible after proper laundering.

"In other words, the whole problem, in our estimation, simmers down to this: The manufacturer who wants to market products of good quality, and who wants 'repeat' business, will make only the best. This statement holds true not only for the details of manufacturing itself, but for the fiber content as well. It is up to the owners of individual stores to find such products."

M 558 comments: "Please bear in mind that our entries on your schedule refer entirely to the label outside of the box containing men's hosiery. Some of the items listed in the schedule already are indicated on each sock (with a transfer), for example, the 'fiber content of the body.' Such items should not be stated on the label outside of the box."

Check List suggested as basis for Informative Labels on
8. MEN'S SHIRTS

INSTRUCTIONS FOR FILLING OUT THIS CHECK LIST

1. Below we submit a number of items of information which could be included on a merchandise label. Will you please indicate in the right-hand column the order of importance to you of the items suggested, i.e.: use "a" to indicate most important items; "b" for less important but desirable items; "c" for undesirable or unnecessary items; and "d" for items which must await agreement on standard test.
2. This check list is being submitted to consumers, retailers and manufacturers. Please check here whether you are answering as consumer; consumer; retailer; manufacturer.
3. Add any comments you may care to make or additional information you would like on the label on the reverse of this sheet.
4. When finished, please sign and return this check list to the Consumer-Retailer Relations Council, 8 West 40th Street, New York City.

DATA SUGGESTED FOR INCLUSION ON LABELS

Record your vote by letter after each item, using code given in instruction 1.

A. WHAT IT IS MADE OF (Composition)

- 1 Fiber content (1) %
- 2 Name of fabric
- 3 Yarns per inch: warpwise ; fillingwise
- 4 Weight ounces per square yard.
- 5 Sizing %
- 6 Special finishes (2)
Buttons:
7 Kind
8 Grade
9 Number

B. HOW IT IS MADE (Construction)

- 10 Size: Collar inches
- 11 Sleeve inches
- 12 Chest inches
- 13 Length inches
- 14 Number of stitches per inch (3)
15 Reinforcements (4)

C. WHAT IT WILL DO (Performance)

- 16 Breaking strength (grab method):
Warpwise, not less than pounds
Fillingwise, not less than pounds

17 Abrasion tests, where possible.

Color permanence (5):

- 18 To sunlight
19 To washing
20 To perspiration
Shrinkage or stretchage:

- 21 Collar, not more than inch
- 22 Sleeve, not more than inch
- 23 Chest, not more than inch
- 24 Length, not more than inches

D. HOW TO CARE FOR IT

- 25 Washing and ironing directions if any special care or precautions are necessary.

E. SPONSOR

- 26 Name and address.

EXPLANATORY NOTES

(To assist manufacturers and retailers in preparing labels based on the above information)

- (1) If a mixed fabric, state per cent of each fiber present by weight.
- (2) Such as fused collar, crease resistant, mercerized, etc.
- (3) Number of stitches to inch in seaming and stitching.
- (4) Give details regarding reinforcements.
- (5) Tested by the method described in Commercial Standard CS 59-36 Woven Dress Fabrics; Testing and Reporting, National Bureau of Standards.

Name Address

Firm, Organization or Association

When you have voted, please sign and return this form to the Consumer-Retailer Relations Council, 8 West 40th Street, New York City.

Table 16 - Men's shirts: Items desirable for labels

(Based on reports from 421 consumers, 93 retailers, and 5 manufacturers)

Item	Items voted as desirable 1/ by 51 percent or more of -			Items voted as desir- able 1/by 51 percent or more of consumers	
	Consumers	Retailers	Manufac- turers	and 51 percent or more of retailers	
<u>What it is made of</u>	:	:	:	:	:
Fiber content	:	x	x	:	:
Name of fabric	:	x	x	x	:
Yarns per inch	:	x	:	:	:
Weight	:	x	:	:	:
Sizing	:	x	:	:	:
Special finishes	:	x	x	:	x
Buttons:	:	:	:	:	
Kind	:	x	:	:	
Grade	:	x	:	:	
Number	:	x	:	:	
<u>How it is made</u>	:	:	:	:	
Size:	:	:	:	:	
Collar	:	x	x	x	x
Sleeve	:	x	x	:	x
Chest	:	x	:	:	
Length	:	x	:	:	
Number of stitches per inch	:	x	:	:	
Reinforcements	:	x	:	:	
<u>What it will do</u>	:	:	:	:	
Breaking strength	:	x	:	:	
Abrasion tests	:	x	:	x	
Color permanence:	:	:	:	:	
To sunlight	:	x	x	:	x
To washing	:	x	x	x	x
To perspiration	:	x	x	:	x
Shrinkage or stretchage:	:	:	:	:	
Collar	:	x	x	x	x
Sleeve	:	x	x	:	x
Chest	:	x	x	:	x
Length	:	x	x	:	x

Table 16 - Men's shirts (continued)

Item	Items voted as desirable		Items voted as desirable	
	by 51 percent or more of -	Consumers	Retailers	Manufac-turers
<u>How to care for it</u>				
Washing and ironing				
directions if any				
special care or pre-				
cautions are				
necessary	x	x	x	x
<u>Sponsor</u>				
Name and address	x			

1/ "x" indicates item for which the combined "a" and "b" votes equal 51 percent or more of the total.

Table 17 - Men's shirts: Respondents classified according to preferences expressed for items on labels

(Based on reports from 421 consumers, 93 retailers, and 5 manufacturers)

Item	Proportion of persons marking item -						Proportion of persons expressing no preference					
	a, Most important	b, Less important	c, Undesirable or unnecessary	d, Awaiting agreement on standard test	Re-tail-er	Manu-fac-tur-er	Re-tail-er	Manu-fac-tur-er	Re-tail-er	Con-sum-er	Re-tail-er	Con-sum-er
What it is made of												
Fiber content	84.6	38.7	-	8.1	16.1	40.0	1.7	31.2	40.0	-	5.4	20.0
Name of fabric	76.7	63.4	80.0	25.7	16.3	-	1.9	12.9	20.0	-	-	5.6
Yarns per inch	57.7	15.1	20.0	23.3	14.0	20.0	10.7	55.9	60.0	1.2	6.5	5.4
Weight	36.6	6.5	-	33.3	17.2	20.0	20.0	52.7	80.0	1.2	11.6	7.1
Sizing	75.3	21.5	-	13.8	17.2	-	3.8	47.3	100.0	.7	4.2	6.4
Special finishes	69.8	32.3	40.0	18.3	20.4	-	7.0	30.1	60.0	.7	2.2	7.2
Buttons:												
Kind	51.5	19.4	20.0	28.5	20.4	-	11.4	48.4	80.0	.5	-	8.1
Grade	46.3	15.1	-	29.7	19.4	20.0	13.8	52.7	80.0	1.2	2.2	9.0
Number	22.1	9.7	-	31.8	19.4	-	24.9	55.9	100.0	1.4	2.2	9.3
How it is made												
Size:												
Collar	94.5	83.9	60.0	1.2	2.2	-	.2	4.3	40.0	-	-	4.1
Sleeve	91.9	78.5	40.0	2.4	7.5	-	.2	4.3	60.0	-	-	5.5
Chest	77.2	23.7	-	11.2	25.8	20.0	4.3	39.8	80.0	.5	1.1	6.8
Length	78.6	19.4	-	10.7	29.0	20.0	3.8	40.9	80.0	.5	1.1	6.4
Number of stitches per inch	34.7	4.3	-	34.2	20.4	40.0	21.1	62.4	60.0	1.0	2.2	9.0
Reinforcements	57.0	9.7	-	26.6	33.3	40.0	7.8	45.2	60.0	.5	1.1	8.1

Table 17 - Men's shirts (continued)

Item	Proportion of persons marking item -				Proportion of persons expressing no preference			
	a, Most important	b, Less important	c, Undesirable or unnecessary	d, Awaiting agreement on standard test	Re-tail-er	Manu-fac-tur-er	Re-tail-er	Con-sum-er
Con-sum-er	Re-tail-er	Manu-fac-tur-er	Re-tail-er	Con-sum-er	Re-tail-er	Manu-fac-tur-er	Re-tail-er	Con-sum-er
Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
What it will do								
Breaking strength	62.9	7.5	20.0	11.8	-	6.9	59.1	80.0
Abrasion tests	46.2	6.5	-	29.2	10.8	100.0	10.0	60.2
Color permanence	85.7	50.5	20.0	7.5	26.9	-	7	16.1
To sunlight	66.7	73.1	40.0	2.6	10.5	40.0	2	10.8
To washing	86.7	43.0	20.0	5.7	21.5	20.0	1.2	22.7
To perspiration								40.0
Shrinkage or stretchage:								
Collar	88.6	72.0	60.0	5.5	8.6	-	7	11.5
Sleeve	83.1	57.0	20.0	8.3	20.4	20.0	1.4	14.0
Chest	71.5	36.6	20.0	17.1	22.6	20.0	3.6	31.2
Length	71.0	32.3	20.0	15.9	24.7	-	5.2	30.1
How to care for it								
Washing and ironing directions if any care or precautions are necessary	82.4	67.7	80.0	10.2	16.1	-	2.6	8.6
Sponsor								
Name and address	63.4	25.8	20.0	13.5	12.9	20.0	1.9	19.4

8. MEN'S SHIRTS

A. WHAT IT IS MADE OF (COMPOSITION)

Fiber content
Line 1

C 452 considers the item "fiber content" essential on the labels for men's shirts of other than cotton material.

Special finishes
Line 6

C 220 believes some provision should be made for informing purchasers as to whether or not starching is necessary.

B. HOW IT IS MADE (CONSTRUCTION)

Size
Collar
Line 10

R 876 and R 898 point out that buying custom already dictates that the "size of collar" be stamped on shirts.

Sleeve
Line 11

R 876 comments that the "size of sleeve" now appears on every shirt made. R 898 mentions

that this information is stamped on the collar.

General

C 463 recommends "size of shoulder" as a desirable labeling item. C 285 says, "Every sleeve should be cut in one piece."

R 879 asks: "Would it be practical to have a separate tag for each size and sleeve length of shirt?" R 879 believes size standardization is important.

Number of stitches
per inch
Line 14

C 301 maintains that "quality of thread" would be of much more consequence than the "number of stitches per inch."

Reinforcements
Line 15

C 3 contends that such characteristics as "reinforcements" of men's shirts are always visible to purchasers, consequently that item need not be included on any label that might be adopted.

R 1259 says, "Some description of the 'reinforcements' would be most useful on the labels for workmen's shirts."

Construction--General

C 220 advises, "One needs to know how the

shirt is built between the shoulders at the back, which is the weakest place in a shirt aside from collar tops."

C 463 comments that references to the cut of a shirt, thread used, workmanship, and type of seams should be made on a label.

C 117 states, "Attention should be called to strength of button holes and fullness of back."

R 879 writes: "For shirts having special buttons or special fiber, the 'number of stitches per inch' and the 'reinforcements' might be stated on labels. This information could help to make a sale."

C. WHAT IT WILL DO (PERFORMANCE)

Breaking strength
(grab method)
Warpwise, Fillingwise
Line 16

C 18 feels incompetent to interpret the meaning of "breaking strength" as a labeling item for men's shirts. C 115 is opposed to the inclusion of this item on labels because purchasers are not familiar with its meaning.

Abrasion tests
Line 17

C 30 maintains that information relating to "abrasion tests" should be given "when work shirts are sold."

Color permanence:

To sunlight, To washing,
To perspiration
Lines 18 to 20

C 285 comments, "I would always insist

on color fastness."

Shrinkage or
stretchage:

Collar, Sleeve,
Chest, Length
Lines 21 to 24

C 285 asserts, "I can see no excuse for anyone buying a man's shirt that is not 'sanforized!'" C 215 says: "The label should contain a statement indicating if shirt is preshrunk, also if thread used in stitching is preshrunk. Often thread causes wrinkles."

C 76 asks, "Could one term be used in referring to both 'shrinkage' and 'stretchage'?"

R 827 suggests inclusion of "percent of shrinkage" as a labeling item. R 859 believes the "total shrinkage" always should be stated. R 858 says, "In regard to labels, if a shirt is preshrunk, that fact, and only that fact, ought to be made known to the purchaser."

Performance--General

C 283 comments: "The purchaser should be informed about performance but in simple terms. To me, that term refers to how long a shirt will last, assuming ordinary laundry treatment and wear."

D. HOW TO CARE FOR IT

Washing and ironing
directions if any
special care or
precautions are
necessary

Line 25

C 250 remarks that "washing and ironing directions" and instructions concerning "special care" need be given only with respect to silk shirts. C 30 believes this information can be omitted, if all the other items listed in the schedule for men's shirts are included on labels. C 99 says: "'Washing and ironing instructions' seem unnecessary, since most shirts are sent to laundries. Laundries would pay no attention to the label; they have their own methods of washing." C 91 is of the opinion that shirts should never be mended.

R 879 states: "I think information regarding the care of a shirt should be given if it contains other than cotton material (silk, acetate, wool, etc.) or a mixture."

R 1225 says, "Special instructions about care are important, if the fiber is silk or wool, otherwise they are unnecessary."

F. SPONSOR

Name and address
Line 26

C 115 says, "Worthy articles always bear bear the 'name and address of sponsor.'"

R 879 states: "Inclusion of the 'name and address of sponsor' on the label should be governed by whether or not national brands of shirts are carried; stores handling unbranded shirts may need to give this information."

R 884 recommends, on the contrary, inclusion of the "sponsor's name and address" only on the labels for shirts of nationally known brands.

GENERAL COMMENTS

C 463 believes labels for men's shirts should include some reference to "transparency."

C 1063 says, "Some of the items listed in the schedule would pertain especially to mail order buying, not to buying over the counter."

C 117 explains, "In the case of a 'non-starching' collar, directions for putting on tie, to avoid cracking, are essential."

C 1039 comments: "The items you list

for men's shirts would be applicable to pajamas also. Incidentally, most pajamas are too short; furthermore, the elastic bands thereon should be guaranteed, since many types are of poor quality.

"I want to enter protest against the 'fused' collar. Such a collar may look good, but actual tests prove that it wears from one-third to one-half as long as a soft collar."

C 455 states, "There are many complaints to the effect that the new 'starchless collars' do not wear satisfactorily."

Check List suggested as basis for Informative Labels on
9. WOVEN PIECE GOODS

INSTRUCTIONS FOR FILLING OUT THIS CHECK LIST

1. Below we submit a number of items of information which could be included on a merchandise label. Will you please indicate in the right-hand column the order of importance to you of the items suggested, i.e.: use "a" to indicate most important items; "b" for less important but desirable items; "c" for undesirable or unnecessary items; and "d" for items which must await agreement on standard test.

2. This check list is being submitted to consumers, retailers and manufacturers. Please check here whether you are answering as consumer; retailer; manufacturer.

3. Add any comments you may care to make or additional information you would like on the label on the reverse of this sheet.

4. When finished, please sign and return this check list to the Consumer-Retailer Relations Council, 8 West 40th Street, New York City.

DATA SUGGESTED FOR INCLUSION ON LABELS

Reprd your vote by letter after each item, using code given in instruction 1.

WHAT IT IS MADE OF (Composition)

1 Kind and percentage by weight of each fiber (1).....

HOW IT IS MADE (Construction)

2 Name of fabric (2).....

3 Width (finished)..... inches.....

4 Yarns per inch (3): warpwise..... ; fillingwise.....

5 Weight..... ounces per square yard.....

6 Finishing materials (4).....

7 Weighting or sizing..... %.....

8 Special finishes (5).....

9 Permanence.....

WHAT IT WILL DO (Performance)

10 Breaking strength (grab method) (6).....
Warpwise, not less than..... pounds; fillingwise, not less than..... pounds

11 Shrinkage or stretchage (7).....
Warpwise, not more than..... %; fillingwise, not more than..... %

12 Resistance to yarn slippage (8)..... pounds.....

13 Color permanence (9) : to sunlight.....

14 To washing and/or drycleaning.....

15 To crocking.....

16 To perspiration.....

HOW TO CARE FOR IT (10)

17 Instructions for washing or cleaning, for ironing, for spot removal.....

RECOMMENDED USES (11).....

SPONSOR

19 Name and address.....

EXPLANATORY NOTES

(To assist manufacturers and retailers in preparing labels based on the above information)

(1) Give percentage of each fiber present. If rayon, include statement as to whether spun or filament. See Federal Specifications for Textiles: Test Methods CCC-T-191.

(2) i.e.: cotton broadcloth, rayon taffeta, etc.

(3) For example: "This fabric contains not less than yarns per inch warpwise and yarns per inch fillingwise."

(4) See Federal Trade Practice Conference on Silk Weighting, 1932.

(5) State any special finishes, such as "crush resistant", that have been applied, and degree of permanency to be expected.

(6) The minimum breaking strength of both length and width should be given, tested by method described in Commercial Standard CS 59-36 Woven Dress Fabrics; Testing and Reporting, National Bureau of Standards.

(7) State maximum percentage warpwise and fillingwise. See Commercial Standard CS 59-36 for method of testing and reporting.

(8) The number of pounds required to produce $\frac{1}{4}$ -inch slippage of the yarns at the seam, when tested according to Commercial Standard CS 59-36.

(9) If color is not fast, so state. Color permanence to washing—for example, "This color will show no appreciable change when washed according to method described in Commercial Standard CS 59-36"; to sunlight—for example, "This color shows no appreciable change in color when exposed 40 hours to light from the fadeometer"; to perspiration—for example, "This color shows no appreciable change in color when tested by the perspiration test developed by the Amer. Assn. of Textile Chemists & Colorists."

(10) State whether laundering or drycleaning is advised; also any special instructions for laundering and ironing. Example, Caution against using clothespins on rayon, or damage caused wet rayon by sharp finger nails.

(11) State whether suitable for hard-wearing sports attire, for lingerie, for glass curtains, for draperies, etc.

Name..... Address.....

Firm, Organization or Association.....

When you have voted, please sign and return this form to the Consumer-Retailer Relations Council, 8 West 40th Street, New York City.

Table 18 - Woven piece goods: Items desirable for labels

(Based on reports from 422 consumers, 92 retailers, and 21 manufacturers)

Item	Items voted as desirable 1/ by 51 percent or more of -			Items voted as desirable 1/ by 51 percent or more of consumers		
	Consumers	Retailers	Manufacturers	Consumers	Retailers	Manufacturers
<u>What it is made of</u>						
Kind and percentage by weight of each fiber	x	x	x	x	x	x
<u>How it is made</u>						
Name of fabric	x	x	x	x	x	x
Width (finished)	x	x	x	x	x	x
Yarns per inch	x	x	x	x	x	x
Weight	x	x	x	x	x	x
Finishing materials	x	x	x	x	x	x
Weighting and sizing	x	x	x	x	x	x
Special finishes	x	x	x	x	x	x
Permanence	x	x	x	x	x	x
<u>What it will do</u>						
Breaking strength	x	x	x	x	x	x
Shrinkage or stretchage	x	x	x	x	x	x
Resistance to yarn slippage	x	x	x	x	x	x
Color permanence:						
To sunlight	x	x	x	x	x	x
To washing and/or dry cleaning	x	x	x	x	x	x
To crocking	x	x	x	x	x	x
To perspiration	x	x	x	x	x	x
<u>How to care for it</u>						
Instructions for washing or cleaning, for ironing, for spot removal	x	x	x	x	x	x
<u>Recommended uses</u>	x	x	x	x	x	x
<u>Sponsor</u>						
Name and address	x	x	x	x	x	x

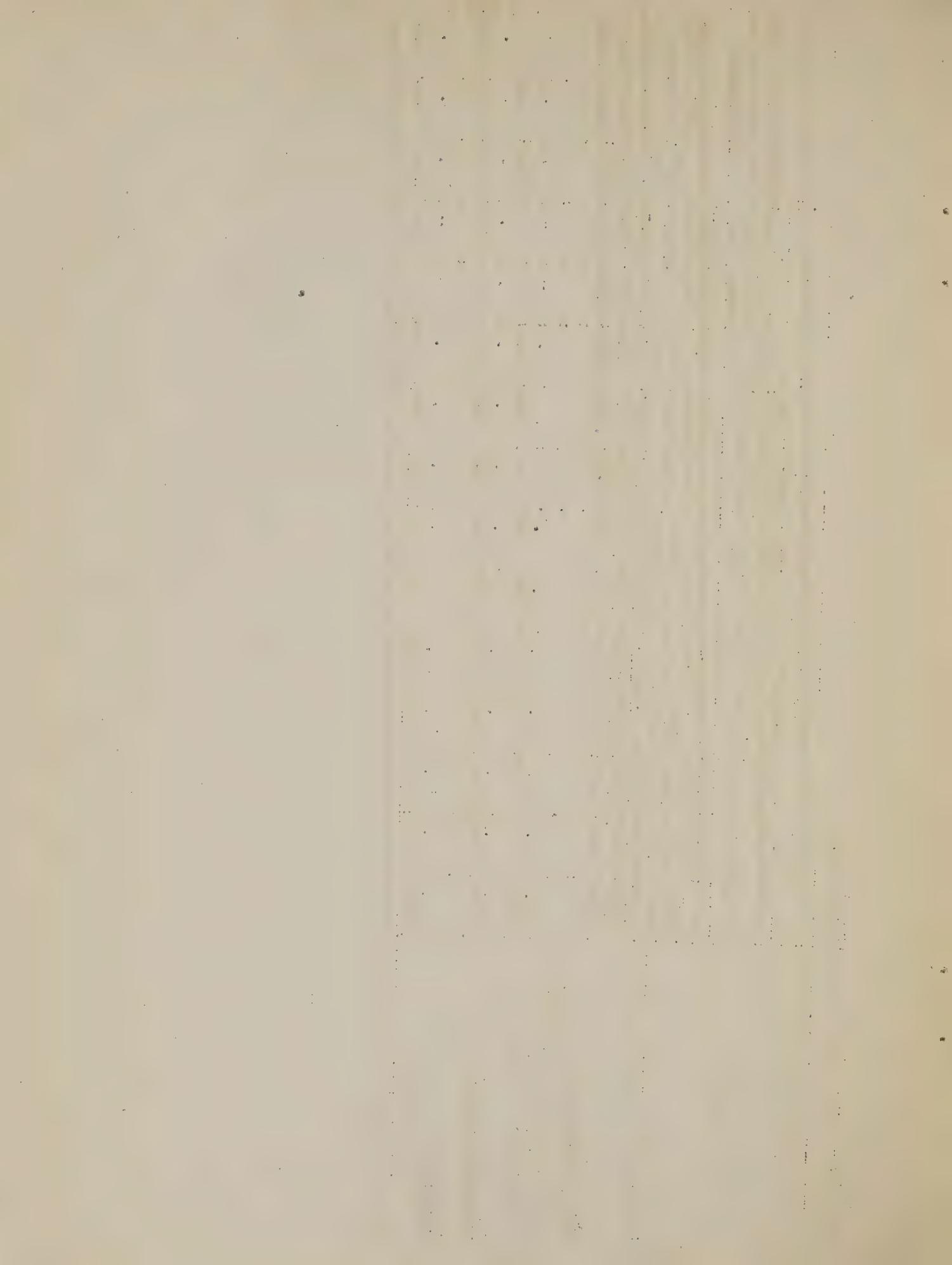
1/ "x" indicates item for which the combined "a" and "b" votes equal 51 percent or more of the total.

Table 19 - Woven piece goods: Respondents classified according to preferences expressed for items on labels

(Based on reports from 422 consumers, 92 retailers, and 21 manufacturers)

Item	Proportion of persons marking item -						Proportion of persons expressing no preference					
	a, Most important	b, Less important	c, Undesirable or unnecessary	d, Awaiting agreement on standard test	Re-tail-er	Manu-con-sumers	Re-tail-er	Manu-con-sumers	Re-tail-er	Manu-con-sumers	Re-tail-er	Manu-con-sumers
Consumer	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
What it is made of	91.7	80.4	76.2	3.6	5.4	14.3	1.9	2.2	-	5.4	-	2.3
Kind and percentage by weight of each fiber												
How it is made												
Name of fabric	87.9	71.7	71.4	8.5	17.4	14.3	1.9	5.4	-	-	-	1.7
Width (finished)	89.3	52.3	57.1	6.2	25.0	19.0	7	12.0	-	1.1	4.8	3.8
Yarns per inch	62.5	15.2	-	20.4	15.2	19.0	9.5	56.5	47.6	6.5	4.3	5.9
Weight	39.8	6.7	-	34.4	18.5	14.3	17.8	56.5	38.1	6.5	9.5	8.0
Finishing materials	73.7	21.7	9.5	12.3	23.9	-	4.5	32.6	42.9	7	4.3	19.0
Weighting or sizing	62.0	20.4	14.2	7.1	23.9	4.8	4.3	22.8	32.1	5	7.6	14.3
Special finishes	79.1	42.4	25.6	9.7	26.3	19.0	4.5	12.0	14.3	-	2.2	9.5
Permanence	83.4	46.7	9.5	7.1	22.3	25.6	1.9	8.7	9.5	-	3.3	14.3
What it will do												
Breaking strength	63.7	14.1	-	22.0	20.7	23.8	6.2	44.6	42.9	1.9	6.5	14.3
Shrinkage or stretchage	51.9	60.9	26.6	5.5	15.2	4.8	9	16.3	19.0	5	2.2	28.6
Resistance to yarn slippage	60.4	23.9	4.3	20.9	25.0	4.8	9.7	31.5	33.3	1.7	5.4	23.8
Color permanence	94.1	76.1	47.6	2.6	12.0	9.5	-	7.6	14.3	2	-	9.5
To sunlight												
To washing and/or dry-cleaning	94.5	83.7	52.4	1.4	8.7	14.3	5	2.2	4.8	-	-	4.8
To crocking	52.0	59.8	38.1	7.6	19.6	14.3	2.4	10.9	4.8	-	2.2	14.3
To perspiration	86.7	63.0	35.1	6.9	20.7	14.3	1.4	10.9	4.8	5	-	14.3

Table 19 - Woven picce goods (continued)



9. WOVEN PIECE GOODS

A. WHAT IT IS MADE OF (COMPOSITION)

Kind and percentage
by weight of each
fiber
Line 1

C 30 advises, "If the material in woven piece goods is rayon, a descriptive label should specify what type, e. g. acetate."

M 603 comments favorably on "kind and percentage by weight of each fiber" as a labeling item for woven piece goods, and suggests that fibers be identified "in order of weight." M 645 writes: "As you perhaps know, our fabrics, for more than a half century, have reached the consumer in the form of finished garments, bearing a label specifying fiber content."

M 588 objects to giving information relating to fiber content but advances no reason.

M 546 says: "We are essentially manufacturers of pile fabrics for furniture, automobiles, drapery, and garment use, and our

viewpoint, of course, is somewhat different from those of the average manufacturers of flat woolen fabrics.

"We would like to draw to your attention the weakness of the present regulation relating to rayon, which has recently been enforced by the Federal Trade Commission. This regulation requires that the highest percentage by weight be designated in the contents of the cloth. That is perfectly all right for flat fabrics containing rayon. However, we do not think it is correct to apply it to pile fabrics. We take this exception for the reason that 99 percent of the pile fabrics sold have a backing construction of backing warp and filling. Both the warp and filling are composed of cotton.

"The pile surface, which is the part of the fabric receiving direct wear, is composed of various fibers (mohair, worsted, rayon, silk, etc.), as well as blends. With the exception of pile coating for the garment trade, the cotton backing, in all cases, weighs as much, and usually more, than the pile. Therefore, on a percentage basis of the total cloth, in almost every case, this fabric shows a preponderance of cotton.

"In our opinion, this is very misleading

to the consumer. In other words, if a consumer buys furniture that is covered in mohair velvet, having a 100 percent mohair pile (which is the part that receives the wear and gives the appearance of cloth), it is misleading to label the upholstery as consisting of cotton and mohair just because the backing (which is hidden) is of cotton construction. The backing obviously has no bearing whatsoever on the wearing surface of the fabric. Accordingly, we feel that the percentage designation should relate to pile content only."

M 636 comments: "One of the most important details in connection with wool is not even mentioned in your schedule. We refer to its quality. The designation 'virgin wool' could be applied to a cloth of very low grade. On the other hand, 'shoddy' might refer to cloth of finer grade. Naturally, the cost would conform to the grade of wool.

"These remarks apply also to a blend of rayon and wool. As it stands today, the same label is put on rayon and wool, whether of inferior grade or superior grade. We have fabrics in our line, consisting of 60 percent rayon and

40 percent fine worsted, that are far superior in quality to some cloth that would carry on the label the designation 'all wool,' and at the same time cost considerably more money.

"You may conclude from these facts that lots of fabrics of 100 percent rayon content cost more than fabrics of 100 percent wool content. This is true even though the rayon fiber itself may be cheaper than the wool fiber. Though texture, styling, and manufacturing complications result in increased cost, the desirability of the fabric is enhanced."

M 586 states: "We are very much interested in the contents of your schedule for woven piece goods. Due to opinions fostered by persons dealing in rag or reworked wool, we think a labeling program, such as you contemplate, would be hard to put into effect.

"After woolen clothes have been discarded by the first wearer, the fabric may be reworked several times, used anew, before it finally becomes felt.

"'Virgin wool' is the first wool after it is clipped from the sheep's back, scoured, cleaned, spun, and dyed. This virgin wool may be

used a second time in clothing.

"There is no process for sterilizing woolen material. That is why, during the World War, a great deal of such material was burned as a precaution against the spread of infection.

"We therefore suggest that if your committee is powerful enough, it should promote the labeling of different types of woolen goods to conform with the following requirements:

- (1) 'Virgin Wool'--wool clipped from the sheep's back and spun into cloth; not to contain any reworked wool.
- (2) 'All Wool'--to contain 'Virgin Wool' and reworked wool spun together.
- (3) 'First Shoddy'--the first working of reworked wool and 'All Wool.'
- (4) 'Second Shoddy'--to be the working of the 'First Shoddy' or any other; the last working of the wool."

B. HOW IT IS MADE (CONSTRUCTION)

Name of fabric
Line 2

C 76 regards the "name of the fiber" as much more important than the "name of the fabric."

Yarns per inch:
Warpwise and
Fillingwise
Line 4

M 583 comments: "We feel that 'yarns per inch' could not be referred to on the labels for woven piece goods, since there would be insufficient

space for intelligently informing purchasers about this matter. Also, 'yarns per inch' is an indefinite term; yarns are now made of a large number of different sizes." M 603 recommends that specifications for low-grade woven piece goods be adopted.

Weight
ounces per square yard
Line 5

C 455 believes the weight in ounces per square yard should be stated on the labels "when standards of quality are established for fabrics of various weights."

Finishing materials
Weighting or sizing
Lines 6 and 7

C 465 contends that purchasers of woven piece goods should be informed of the percentage of "weighting or sizing" of finishing materials.

R 906 remarks that "weighted" is an adequate descriptive term.

M 538 advises, "Some detailed information as to 'weighting' should be supplied when silk is used."

Special finishes:
Permanence
Lines 8 and 9

C 34 expresses the opinion that "crush resistance" and "permanence of finish" ought to be accepted as labeling items.

Construction---General

C 463 proposes that purchasers be given information as to design (woven or printed), transparency, and translucency. C 250 states, "The items you list for construction I consider important as I employ a dressmaker and always want to know if a material will prove satisfactory."

M 638 writes: "I cannot understand why the consumer is interested in the 'name of a fabric,' 'the width,' 'the texture,' 'the weight,' or 'the finish.' It seems to me that if a man wants to buy a suit of clothes, he looks at it, and does not want this sort of information. It is too technical for him to understand."

C. WHAT IT WILL DO (PERFORMANCE)

Breaking strength
(grab method)
Line 10

C 18 feels incompetent to interpret the meaning of "breaking strength" as a labeling item for woven piece goods. C 305 contends that consumers are not educated to evaluate the results of the "breaking strength" tests. C 115

observes, "Users differ in their ideas of the most desirable 'breaking strength.'" M 638 comments, "I do not think consumers are interested in 'breaking strength.'"

Shrinkage or stretchage
Line 11

R 756 expresses the opinion, "'Shrinkage' information is always desirable, but technical details are unnecessary and mean little to the customer."

M 638 maintains that on labels for woven piece goods nothing should be said about "shrinkage."

Resistance to yarn slippage
Line 12

M 583 says: "We feel that the item 'resistance to yarn slippage,' would be undesirable because a label would not have sufficient space for the proper descriptive details. Moreover, 'resistance to yarn slippage' depends greatly on yarn sizes."

Color permanence:
to sunlight
Line 13

C 34 advises, "If the color is not fast, that fact should be stated on a label, or otherwise made known."

General

M 638 writes: "Consumers are naturally interested in the 'color permanence' of fabrics, but I doubt if they can interpret the meaning

of a 48 hour or 60 hour fadometer test. The manufacturer of clothing should be well informed concerning these matters and be able to use his judgment as to whether or not a fabric is satisfactory for the purpose intended."

D. HOW TO CARE FOR IT

Instructions for washing
or cleaning, for ironing,
for spot removal
Line 17

C 250 writes: "'Instructions for washing, etc.' would be very useful on labels for woven piece goods. Most New York stores, even on mail order, supply customers with printed instructions. I may have to ask for them but they are readily forthcoming." C 30 states that "instructions" are most essential "if acetate is present in the fabric and not specifically mentioned as such."

E. RECOMMENDED USES

C 34 comments, "I think the recommended uses of the goods (sports, lingerie, curtains, etc.) might well be indicated on labels."

M 583 holds that the space on a label would

be inadequate for satisfactorily stating the
recommended uses.

F. SPONSOR

Name and address
Line 19

M 645 writes: "We are of the opinion that the consumer's greatest protection is to buy a garment which bears the name of a manufacturer of products of superior quality, one known for his integrity."

GENERAL COMMENTS

C 33 comments: "In the schedule for woven piece goods, items that would be very useful on labels are listed. However, these items ought to be expressed in terms that everyone can understand."

C 463 states: "We thoroughly believe that textile and clothing labels should contain complete information about the goods. May we express the hope that something will come from your study? If consumers knew better what they need to learn to be more intelligent buyers, far more of them would be asking for the descriptive

details contemplated by your schedule for woven piece goods. Comments made at a consumer educational exhibit, which we put on last month, indicated that a serious problem is presented by the fact that consumers do not know how ignorant they are, and how little they are protected against certain malpractices."

M 636 writes: "We would like to mention a few aspects of the movement in behalf of informative labeling. In going over the items in the schedule for woven piece goods, it appears to us that many of them would be confusing to the consumer, and of no interest because they are purely technical. It should be assumed that a piece of fabric has at least normal qualifications to be saleable.

"We assure you that we are very definitely in favor of labeling, if it is done properly. We have already notified you that we have started a labeling campaign.

"We sincerely hope that when the practice of labeling finally becomes more generally adopted, or the exact details are decided upon, it will reflect utmost intelligence and can be applicable, with fairness, to all the types of fabrics involved."

M 645 comments: "From merchandising, selling, and manufacturing standpoints, we arrive at the conclusion that it is well nigh impossible to conduct a business such as ours and provide the descriptive information you propose. We do not believe the consumer would be benefited by having stated, on any garment label, the details pertaining to many of the items in your schedule for woven piece goods.

"Most mills make a large variety of fabrics, not just a few. In respect to 'quality,' 'fiber content,' 'weight,' 'construction,' and every other conceivable characteristic, it would be impossible to satisfactorily supply the descriptive details for all fabrics. It could not be done in such manner that the information from the mill (if available) would really go through to the garment manufacturer, from the garment manufacturer to retailer, and from the retailer to consumer.

"The problem appears to us to be wholly insolvable by the methods suggested by your schedule. We have answered in a thoroughly frank manner, and hope you realize that we are offering our comments in a cooperative manner."

M 597 says: "My personal opinion is that the proper information on a label for woven piece goods is: (1) name of fabric, (2) fiber content of the two predominant yarns only, (3) instructions for washing or drycleaning, and ironing, and (4) a guarantee that the fabric has been tested in a leading testing laboratory. I believe the inclusion of additional items would tend to confuse the public as well as sales clerks."

M 594 writes: "Apropos of your schedule for woven piece goods, a number of points should be made clear about fabrics but we do not consider that a lot of detail is advisable on one label. For instance, 'Guaranteed fast colors' should cover but four items: 'to sunlight,' 'to washing and/or drycleaning,' 'to crocking,' 'to perspiration.'

"Tests for strength are important only for particular fabrics. Linens generally compare favorably with other textiles in such tests. This observation may not apply to certain synthetic fabrics where the strength can be too low. Possibly a standard of strength should be set."

M 621 comments: "The writer believes that the disappointing response from our industry, mentioned in your follow-up letter, is due to your schedule. We don't think the entries for the respective items can be intelligently made. The writer has been in the business well over thirty years and he is perfectly frank in admitting that he doesn't know how to answer the questions you ask.

"We manufacture all kinds of fabrics. Some are made of 100 percent virgin wool, others have a percentage of shoddy, and still others have varying percentages of rayon. The different blends that we use are determined definitely by price. If our customer wants a fabric and will pay a price which will permit us to use virgin wool (which is very rarely the case), we are more than glad to make it.

"Due to the fact that retailers still insist upon set prices, they buy the best fabric obtainable conforming therewith. For this reason, a great many times they are forced to handle inferior fabrics.

"The way we make our fabrics is dictated by the price ready-to-wear buyers are willing to pay for garments."

M 620 advises: "The reason you have not received satisfactory replies from the linen industry is that we are waiting to express our opinion until after a 'fair trade conference' is held in New York this month. Experts from the Federal Trade Commission will attend and we shall work out together rules that can be enforced.

"The Linen Trade Association will adopt a trade-marked seal for each branch of our industry, to be used only by those members who conform to the rules set up."

M 623 says: "It is extremely difficult to judge the significance of the different items you list for woven piece goods. In our opinion, the best information to put on a label would be the contents of the material (pure silk, rayon, rayon and acetate rayon, rayon and silk) and washing directions. We feel that to give any other information would be practically useless as no two pieces of merchandise are the same."

M 562 states: "We consider everything on our own label for woven piece goods interesting to the consumer. Our label is in terms that can be understood; it presents the same type of information that you propose.

"To incorporate too many technical details would cause confusion, however; that would be carrying labeling to a point beyond the ordinary consumer's comprehension, thus making it valueless."

Check List suggested as basis for Informative Labels on

10. WOMEN'S HOSIERY

INSTRUCTIONS FOR FILLING OUT THIS CHECK LIST

- Below we submit a number of items of information which could be included on a merchandise label. Will you please indicate in the right-hand column the order of importance to you of the items suggested, i.e.: use "a" to indicate most important items; "b" for less important but desirable items; "c" for undesirable or unnecessary items; and "d" for items which must await agreement on standard test.
- This check list is being submitted to consumers, retailers and manufacturers. Please check here whether you are answering as consumer; retailer; manufacturer.
- Add any comments you may care to make or additional information you would like on the label on the reverse of this sheet.
- When finished, please sign and return this check list to the Consumer-Retailer Relations Council, 8 West 40th Street, New York City.

DATA SUGGESTED FOR INCLUSION ON LABELS

Record your vote by letter after each item, using code given in instruction 1.

A. WHAT IT IS MADE OF (Composition)

Fiber content (1):

1 Leg%
2 Welt%
3 Foot%

B.

HOW IT IS MADE (Construction)

4 Size (2)
5 Grade (3)
6 Number of threads (4)
7 Twist (5)
8 Gauge (6)
9 Ringless (7)
10 Full fashioned or circular knit
11 Special knit construction (8)
12 Special finishes (9)
13 Weight (10)

C.

WHAT IT WILL DO (Performance)

Color Permanence (11):

14 To washing
15 To perspiration

D.

HOW TO CARE FOR IT

16 Instructions for washing, handling, etc. (12)

E.

RECOMMENDED USES

17 Suitability (street, sports, or evening wear)

F.

SPONSOR

18 Name and address

EXPLANATORY NOTES

(To assist manufacturers and retailers in preparing labels based on the above information)

- Designate in percentage by weight the fiber or fibers present in body, i.e., cotton, rayon, silk or wool. Specify also other yarns used in welt and foot.
- The standard length of hosiery is 30 inches with a tolerance of plus or minus 1 inch. In "short" or "long" hosiery, there is a variation from this. The "average finished length" should be given in inches. Since the length and foot size are stamped on each individual pair, imprinted on the price tag or on the box, it is believed that this information may well be omitted from the label.
- Whether "A", "B", or "Substandard" grade for construction and appearance, and whether irregulars and/or seconds or thirds in accordance with "Standards of Construction and Inspection for Ladies' Full Fashioned Hosiery" issued by the National Association of Hosiery Manufacturers. If rayon, whether "A", "B" or "Substandard" for needles, courses, and fashioning, and if irregulars and/or seconds or thirds.
- If silk, either 3 thread, 4 thread, 7 thread, etc.; if rayon, give denier of yarn.
- State number of turns per inch.
- Whether 39, 42, 45, 48 gauge, etc.
- If knit on "ringless machines", the label should carry this fact.
- If of "run resistant" or "run proof" construction, the fact should be mentioned.
- If stockings are claimed to be splash resistant or spot resistant, it should be stated whether this finish is effective after washing.
- Service, semi-service, etc.
- See Federal Specifications for Textiles; Test Methods, CCC-T-191.
- Brief instructions covering washing, drying, and general precautions to insure longer life.

Name..... Address.....

Firm, Organization or Association.....

When you have voted, please sign and return this form to the Consumer-Retailer Relations Council, 8 West 40th Street, New York City.

Table 20 - Women's hosiery: Items desirable for labels

(Based on reports from 431 consumers, 103 retailers, and 16 manufacturers)

Item	Items voted as desirable 1/ by 51 percent or more of			Items voted as desirable 1/ by 51 percent or more of consumers	
	Consumers	Retailers	Manufacturers	and 51 percent or more of consumers	and 51 percent or more of retailers
<u>What it is made of</u>					
Fiber content:					
Leg	x	x	x		
Welt	x	x	x		x
Foot	x	x	x		x
<u>How it is made</u>					
Size	x	x	x		
Grade	x	x	x		x
Number of threads	x	x	x		x
Twist	x	x	x		x
Gauge	x	x	x		
Ringless	x	x	x		x
Full fashioned or circular knit	x	x	x		x
Special knit construction	x	x	x		x
Special finishes	x	x	x		x
Weight	x	x	x		x
<u>What it will do</u>					
Color permanence:					
To washing	x	x	x		
To perspiration	x	x	x		x
<u>How to care for it</u>					
Instructions for washing, handling, etc.	x	x	x		x
<u>Recommended uses</u>					
Suitability (streets, sports, or evening wear)	x	x	x		x
<u>Sponsor</u>					
Name and address	x				

1/ "x" indicates item for which combined "a" and "b" votes equal 51 percent or more of the total.

Table 21 - Women's hosiery: Respondents classified according to preferences expressed
(Based on reports from 431 consumers, 103 retailers, and 16 manufacturers
for items on labels)

Item	Proportion of persons marking item -				Proportion of persons expressing no preference			
	a, Most important	b, Less important	c, Undesirable or unnecessary	d, Awaiting agreement on standard test	Re-tail-sumer	Manu-turer	Con-turer	Con-sumers
What it is made of								
Fiber content:								
Leg	91.9	61.2	75.0	4.9	17.5	6.2	1.2	18.4
Welt	80.5	35.0	37.5	8.4	30.1	18.8	4.2	27.2
Foot	85.8	35.0	37.5	7.4	39.8	18.8	1.6	19.5
How it is made								
Size	91.9	74.8	50.0	2.6	5.8	6.2	3.0	12.6
Grade	88.2	63.1	62.5	5.8	12.6	6.2	1.2	17.5
Number of threads	88.2	58.3	31.2	7.2	32.0	37.5	1.2	18.8
Twist	57.1	19.4	12.5	27.6	24.3	25.0	3.4	48.5
Gauge	64.5	34.0	25.0	21.8	35.0	18.8	7.7	25.2
Ringless	81.4	60.2	37.5	11.8	20.4	18.8	2.3	15.5
Full fashioned or circular knit	87.0	58.3	43.8	6.7	18.4	18.8	3.2	17.5
Special knit constructions	72.2	35.9	31.2	15.3	19.4	37.5	5.8	33.0
Special finishes	70.1	22.3	6.2	18.6	25.0	25.0	5.6	32.0
Weight	69.1	23.3	-	16.9	31.1	12.5	7.7	30.1

Table 21 - Women's hosiery (continued)

Item	Proportion of persons marking item -			Proportion of persons expressing no preference		
	^a , Most important	^b , Less important	^c , Undesirable or unnecessary	^d , Awaiting agreement on standard test	^d , Awaiting agreement on standard test	^d , Awaiting agreement on standard test
Consumer	Re-manufacturer	Re-manufacturer	Re-manufacturer	Re-manufacturer	Re-manufacturer	Re-manufacturer
Consumer	Con-tailor	Con-tailor	Con-tailor	Con-tailor	Con-tailor	Con-tailor
Consumer	Con-tailor	Con-tailor	Con-tailor	Con-tailor	Con-tailor	Con-tailor
Consumer	Con-tailor	Con-tailor	Con-tailor	Con-tailor	Con-tailor	Con-tailor
Consumer	Con-tailor	Con-tailor	Con-tailor	Con-tailor	Con-tailor	Con-tailor
Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent
What it will do						
Color permanence	91.6	42.7	6.2	4.9	26.2	13.8
To washing	21.0	32.0	-	10.7	31.1	18.6
To perspiration						
How to care for it						
Instructions for washing, handling, etc.	79.4	55.3	25.0	15.3	27.2	25.0
Recommended uses						
Suitability (street, sports, or evening wear)	50.8	41.7	-	30.4	24.3	43.8
Sponsor						
Name and address	63.3	19.4	25.0	13.2	12.6	6.2

10. WOMEN'S HOSIERY

A. WHAT IT IS MADE OF (COMPOSITION)

Fiber content:
Leg, Welt, Foot
Lines 1, 2, and 3

M 641 states: "We feel that the kind of fiber used in the leg of hosiery should be indicated by a statement such as 'Pure Japanese Silk,' etc." M 592 comments: "We believe percentages of 'fiber content' are of no interest unless the hose contains wool. A purchaser should be informed, however, if the fiber is all silk, all cotton, or all rayon; also if hose has rayon top, silk plated foot, lisle foot, etc."

M 644 writes: "The 'fiber content' of our stockings need not be stated because they are made of silk throughout, with the exception of a few styles which have plated feet. The use of cotton plating in the feet is invariably stressed over the

counter and in advertising, as a sales point in connection with the feature of wearing quality.

"A concerted effort should be made for the universal marking of (1) all goods having combination yarns, such as silk-rayon, and (2) goods in which similarity of appearance of two fibers may be used as a basis of deception. When a stocking has a pure silk leg and a rayon welt, for example, that fact ought to be stated."

Composition--General

M 541 explains: "We have not registered our opinion concerning what it is made of (composition), inasmuch as it is our understanding that this whole matter is now under consideration by the Industry and by the Federal Trade Commission. A ruling is awaited."

B. HOW IT IS MADE (CONSTRUCTION)

Size
Line 4

C 30 comments, "The length of the stocking and the foot size should be stated on a label, particularly the length." C 373 writes, "#Length!"

should be included as an item on any type of label recommended. Similar statements are made by C 256, C 234, C 1049, C 1066, C 1305, and F 526

R 862 considers the "length" essential information. R 354 remarks that "size" of foot is not stamped on stockings at present.

M 592 comments: "Hosiery can be sold as 'long' or 'short.' Any further detail regarding length, if placed on a label, could be of little help to the purchaser; elasticity and fullness are far more important." M 644 says, "We specify the 'size' of the hosiery on a ticket attached to each pair." M 541 states: "We are of the opinion that the 'size' would be undesirable and unnecessary on labels. It is already given on the stocking or on the box."

Grade
Line 5

C 76 remarks, "I believe that grading or rating would be very helpful to a person buying stockings, if it were well understood."

R 354 states that information concerning "grade" should be supplied, provided there is complete compliance, "through some sort of control with the standards adopted. R 827 is of the opinion that when hose are not of first quality

the "grade" should be specified.

M 641 proposes grading from the standpoint of quality, thus: "First quality," "Irregulars," etc. M 644 writes: "On our branded goods we give no information regarding 'grade,' for the simple reason that our brand name is ample assurance of first quality. All of our irregulars are sold as such; each stocking is stamped 'Irregular.' Similarly, we stamp seconds as 'Seconds.'" M 541 comments, "As to 'grade,' we are in favor of designating each stocking 'Irregulars,' 'Seconds,' or 'Thirds' where these terms apply."

Number of threads
Line 6

R 827 states, "Customers buy hosiery by appearance rather than by ascertaining the exact 'number of threads.'"

M 644 writes: "Our 2- and 3-thread hosiery are stamped as such. Our 4-thread hosiery is stamped 'Utility-Sheer,' and service weights (at present we make two 7-thread styles) are designated by 'Service Weight.'" M 592 remarks, "Since different varieties of silk are used in manufacturing hosiery, we think the terms 'ultra-sheer,' 'sheer,' 'semi-service,' or 'heavy-service' are satisfactory descriptive terms."

Twist
Line 7

C 147 says, "The label might show the 'degree of crepiness.'"

R 827 and R 907 suggest stamping stockings to show whether or not they are of "genuine crepe."

M 644 comments, "We believe it would be confusing to the consumer if the term 'twist' were included on the labels for women's hosiery."

Gauge
Line 8

R 354 contends that "gauge" would be too technical for general acceptance as a labeling term.

M 644 states: "Our goods appear on the market without any designation of 'gauge.' We believe this term would confuse consumers."

Ringless
Line 9

R 827 is of the opinion that the word "ringless" should be stamped on hosiery that is knit on a "ringless machine."

M 644 writes, "The stockings we manufacture bear these designations: 'Three Carrier Ringless,' 'Patent No. ____,' 'License No. ____,'" M 592 comments, "According to accepted custom, a stocking with rings in it is not of 'A' grade."

Full-fashioned or
circular knit
Line 10

C 452 advises: "Your schedule makes no mention of seams on full-fashioned hose; many

women complain that the stitching wears out, even though the material itself remains perfect. This has been my personal experience also." C 30 comments that designation of hose as "full-fashioned" or "circular knit" would ordinarily be superfluous.

M 644 writes: "The stockings made by us are full-fashioned and of silk. We feel that our price scales adequately identify our goods as such."

Special knit construction
Line 11

R 827 believes inclusion of "special knit construction," as an item on the labels for women's hosiery, should be optional with the manufacturer.

M 644 comments: "We usually state if the hose are of 'special knit construction.' For instance, we use the term 'crepe' to distinguish goods of that description from the rest of our line, thus indicating to the consumer that such goods, though commanding a slightly higher price, are a superior product."

Special finishes
Line 12

C 250 asserts that "special finishes" have not proved very satisfactory thus far.

R 827 believes "special finishes" might be referred to on labels but at the discretion of the manufacturer.

M 644 states: "We use a water repellent finish on the stockings we manufacture, which probably washes out after one or two launderings. We do not feature the matter of 'finish' in any manner whatsoever."

Weight
Line 13

C 30 comments, "No provision for giving 'weight' need be made on the labels for women's hosiery so long as those labels contain all the other items you list under the heading construction." C 455 considers "weight" an essential item "only if the 'number of threads' is also stated." C 19 asks, however, "If we know about the threads why bother about the 'weight'?" C 413 believes purchasers usually would be more interested in knowing the "number of threads," rather than the "weight."

M 644 writes, "In regard to 'weight,' we designate our goods as 'Service,' 'Utility Sheer' (4-thread), 'Afternoon Sheer' (3-thread), and 'Dress-Up-Sheer' (2-thread)."

C. WHAT IT WILL DO (PERFORMANCE)

Color permanence:

To washing

Line 14

C 205 maintains that women's hosiery should be so made that the color will not fade.

R 858 says, "For iridescent hosiery, purchasers ought to be told about 'color permanence to washing.'"

M 585 contends that although care in washing can help to preserve the color, definite assurance to that effect cannot be given.

To perspiration

Line 15

R 879 thinks the item "color permanence to perspiration" should be included on the labels for hosiery other than silk.

M 585 writes: "Retention of color in hosiery depends greatly on the individual wearer. Why, on a label, promise something that would not always materialize?"

General

C 285 declares, "The manufacture of any hose, not having a very high grade 'color permanence,' is an uneconomic practice."

R 879 reports: "Fastness of color in silk hose is taken for granted by our customers. For hose made of fibers other than silk, fastness is, however, a selling point." R 827 states: "Hosiery is so fragile that it seems impracticable

to give customers definite guarantees. No two customers subject hosiery to the same treatment."

M 644 says: "In connection with our hosiery, we do not have occasion to refer to 'color permanence.' Colors are fairly fast in all stockings, consumers having no trouble on this score. We can't remember ever receiving complaints about colors washing out, with the exception of iridescent shades, which have been popular this year. These stockings (iridescent shades), by their very nature, are not fast to either light or washing."

"We wrap each pair of 2-thread stockings around a 'stuffer,' on which is printed the warning that they will not wear well."

Performance--General

C 58 and C 454 believe that in the schedule too little consideration is given to performance. C 58 proposes three additional items, "abrasion in feet," "catching and pulling in body," and "spotting with water." C 454 proposes "resistance to abrasion in heel area."

M 592 comments: "The lasting qualities of stockings are governed a great deal by laundering methods. As for the effects of perspiration, chemical tests show that they would be so different for one wearer as compared with another that the manufacturer could not afford to make unqualified claims."

D. HOW TO CARE FOR IT

Instructions for washing, handling, etc.
Line 15

C 30 writes, "The labels for women's hosiery need not contain 'instructions for washing, handling, etc.,' provided they show the essential facts pertaining to all the other items you list." C 76 says, "Brands of soap ought not be recommended; otherwise I am in favor of informing purchasers how satisfactory service can best be secured."

R 858 regards "instructions for washing" as absolutely essential, especially when selling "iridescents."

M 541 advises: "In our opinion, 'instructions for washing, handling, etc.,' ordinarily could not be provided for stockings unless by

means of labels. However, labels would be undesirable. 'Instructions' really could be given only by means of a special insert. In practice, this insert would damage stockings of very fine construction; therefore, we do not recommend its use."

M 644 states: "We do not give 'washing instructions' at the present time, though we did so for many years. These instructions are now being supplied by manufacturers of soap flakes. Our hosiery, being of pure silk requires no special treatment. We feel that the average purchaser knows how to take proper care of it.

M 592 declares that "instructions for washing" should always be provided at time of sale.

M 627 comments: "'Washing instructions' perhaps ought to be given, but it does seem that the majority of women have already been taught in many ways how to take care of hosiery. We also doubt that information of this nature is important enough to be provided with every pair of hose."

M 585 asks, "Do you suppose 99 percent of the purchasers of stockings really know how to wash them correctly, yet don't do so?"

E. RECOMMENDED USES

Suitability
(street, sports,
or evening wear)

C 463 holds that there would be no need for specifying "suitability," if the weight of the hose were given. C 250 remarks, "The purchaser should consider very carefully the intended use of the hose (street, sports, evening wear) and make sure they are adapted to that use." C 204 declares that the manufacturer's statement regarding "suitability" should not be accepted too implicitly. C 76 says, "There is no reason for including 'suitability' on a label if the 'thread count' is given."

R 908 recommends a classification of hosiery, based on use, as follows: "2-thread for evening, 3-thread for afternoon, 4-thread for business, and 7-thread for sport." R 827 states that it is impracticable to label stockings as suitable for street wear, sports wear, etc.

M 585 asks, "Do you think our customers are so unintelligent that they must be told whether hosiery is to be used for street wear or some other purpose?" M 644 comments, "As to the 'suitability' of hose, in the minds of consumers the terms 'utility sheer,' 'afternoon sheer,'

'dress-up sheer,' and 'service weight' have become associated with specific uses."

F. SPONSOR

Name and address
Line 18

R 354 reports that the brand of hosiery, sold in his store, is stamped on each pair. R 827 says, "The retailer is regarded the sponsor in every case."

M 644 writes: "The stockings made by us bear our brand name. Our corporate name appears neither in advertisements that are distributed through dealers nor in printed material that is occasionally enclosed in the stockings."

GENERAL COMMENTS

C 1302 regards the expression "yarns per inch" as "too technical for labeling purposes."

C 223 says: "The wearing quality of a pair of hose apparently depends to some extent on how much time has elapsed since the date of manufacture. I think that date should be stated on a label."

R 895 comments: "Of all the schedules you

sent, only the one for women's hosiery is of interest to me. That schedule has been filled out by our hosiery buyer. You will observe she does not favor the use of any of the labeling items you list."

M 541 believes "the attachment of labels is unnecessary, since the practice of stamping useful information, directly on the stockings themselves, will eventually become more general."

M 585 states: "A little knowledge is worse than none. Let us not go overboard by supplying so much information as to cause confusion. Women are usually not mechanically minded."

M 644 writes: "In our judgment, any addition to the information now stamped on women's hosiery would confuse purchasers. The names of nationally advertised brands on hosiery afford adequate indication of good quality. Purchasers have learned to rely on brands which have become well established. On the other hand, with the knowledge and consent of some retailers, much untruthfully stamped merchandise reaches purchasers.

"In the final analysis, the problem of bringing about improvement in the labeling of

women's hosiery is not so much one of giving more information as it is of giving true information."

M 641 comments: "This firm is entirely in accord with what you are trying to do. We would suggest, however, that instead of the word 'label,' as used in your schedule, 'transfer' or 'mark' would be more appropriate. Moreover, we do not feel that labels on hosiery boxes are suitable for conveying desirable descriptive information. These boxes seldom reach the ultimate purchasers.

"We believe you have missed a good opportunity to insist that all women's hosiery that is not of first quality should be so designated. Thus, on each pair of stockings, or on each stocking, the description 'irregulars,' 'seconds,' or 'thirds' should appear.

"The National Association of Hosiery Manufacturers has designed transfers for showing this needed information, and has endeavored to persuade the hosiery industry as a whole to adopt their use. We regret to find that there are some unscrupulous manufacturers of women's hosiery who will not cooperate in this matter. There is only one way to compel them; that is, by having the

retailers, jobbers, and chain stores refuse to purchase hosiery of any quality from manufacturers who do not stamp their merchandise as 'irregulars,' 'seconds,' or 'thirds.'"

M 627 advises: "We have refrained from filling out the schedule for women's hosiery because, in our opinion, the items listed have little bearing on branded hosiery. For 3-thread, branded merchandise, we believe the purchaser needs to be told only the 'size' and possibly the 'thread weight.' At the present time the 'size' is given on each pair of hosiery we manufacture, together with our brand name."

"In our 2- and 3-thread stockings we do place an insert, on which purchasers are advised that the hosiery is extremely sheer and should receive careful handling.

"We believe that a brand of hosiery, which has been advertised for a great many years, is accepted by the purchaser as representing good quality. In choosing such recognized hosiery, the purchaser does not worry particularly about its technical construction. If stockings are unbranded, or are of a brand unadvertised for a long period of years, some question as to the

construction may arise in the purveyor's mind. But it is doubtful, even in that case, if any useful purpose would be served by supplying the details."

M 624 writes: "We feel that the progressive manufacturer of women's hosiery will welcome the activity of the National Retail Dry Goods Association in the move to weed out cheaters in the industry. Unethical methods of merchandising can be eliminated only when merchants rate mills, converters, and distributors according to past records.

"If there were no market for unstamped 'irregulars,' and other unstamped hosiery not of first quality, that may be purchased by some merchants, solely to give them an 'advantage' over their competitors, manufacturers would very quickly assent to the idea of selling merchandise for what it really is.

"We know there are many manufacturers of women's hosiery who are driven to the adoption of certain policies that are not in keeping with their consciences. They change their methods when they see some unscrupulous manufacturers become wealthy while they struggle for existence. Self-

preservation is still 'the first law of nature.'

The buyer can give little encouragement to the honest manufacturer by dealing on an equal basis with this manufacturer and the one whose reputation is not very good.

"The consumer deals with the merchant. If the merchant will adopt a strict policy in advertising, the unscrupulous manufacturer will be obliged to either mend his ways or get out of business."

M 642 advises: "We are in accord with the idea of developing some scheme of labeling for the purpose of providing accurate information regarding the construction of women's hosiery. This firm, as a member of the National Association of Hosiery Manufacturers, believes you can simplify your task of obtaining a consensus of what is desired on labels. We suggest that you ask the Secretary of the Association to seek the opinions of the entire membership; further, that the Executive Committee of the Association confer with you, after it has drawn up a condensed statement of its findings.

"As a matter of fact the Association has been devoting considerable time to the question

labeling and would probably have an answer already prepared for you."

M 643 states: "It is our opinion that an attempt to furnish the trade with the sort of information, contemplated by your survey, would be very poor policy. We are confident the manufacturers would step into an endless chain of trouble. We could specify the construction of women's hosiery, but I do not see how we could, under any circumstances, make a statement as to its probable length of service. If we could steer around these details of labeling, we think it would be wise to do so."

M 594 advises: "We feel that the labels for women's hosiery, priced at one dollar and up, need bear no information except that pertaining to sponsor and recommended uses. The furnishing of too many details would tend to cheapen a manufactured product in the eyes of the purchaser."

Check List suggested as basis for Informative Labels on
11. SLIPS AND PETTICOATS

INSTRUCTIONS FOR FILLING OUT THIS CHECK LIST

1. Below we submit a number of items of information which could be included on a merchandise label. Will you please indicate in the right-hand column the order of importance to you of the items suggested, i.e.: use "a" to indicate most important items; "b" for less important but desirable items; "c" for undesirable or unnecessary items; and "d" for items which must await agreement on standard test.
2. This check list is being submitted to consumers, retailers and manufacturers. Please check here whether you are answering as consumer; retailer; manufacturer.
3. Add any comments you may care to make or additional information you would like on the label on the reverse of this sheet.
4. When finished, please sign and return this check list to the Consumer-Retailer Relations Council, 8 West 40th Street, New York City.

DATA SUGGESTED FOR INCLUSION ON LABELS

Record your vote by letter after each item, using code given in instruction 1.

A.

WHAT IT IS MADE OF (Composition)

- 1 Name of Fabric (1) _____
- 2 Fiber content (2) _____
- 3 Yarns per inch: warpwise _____; fillingwise _____
- 4 Weight _____ ounces per square yard _____
- 5 Weighting or sizing (3) _____ % _____

B.

HOW IT IS MADE (Construction)

- 6 Size (4) _____
- 7 Cut of garment (5) _____
- 8 Thread used (6) _____
- 9 Workmanship (7) _____
- 10 Type of seams _____

C.

WHAT IT WILL DO (Performance)

- 11 Breaking strength (grab method):
Warpwise, not less than _____ lbs.; fillingwise, not less than _____ lbs.
- 12 Resistance to yarn slippage at seams (8) _____ pounds.
Shrinkage (9)
 - 13 Warpwise, not more than _____ %
 - 14 Fillingwise, not more than _____ %
- Color permanence (10):
 - 15 To washing _____
 - 16 To perspiration _____

D.

HOW TO CARE FOR IT

- 17 Special laundering instructions _____

E.

SPONSOR

- 18 Name and address _____

EXPLANATORY NOTES

(To assist manufacturers and retailers in preparing labels based on the above information)

- (1) Example: rayon satin, silk crepe, silk taffeta.
- (2) State fibers present and percentage of each by weight.
- (3) State percentage of metallic and/or soluble weighting (follow definition of "pure silk" and "weighted" as defined in Federal Trade Practice Conference, Silk Weighting, as 1932).
- (4) Bust and length of slips; waist and length of petticoats.
- (5) State whether true bias or straight cut. If partial bias, so state. Explain special features of advantage to consumer.
- (6) State whether silk or cotton thread is used, and ply.
- (7) Give type and number of stitches per inch and any special features in workmanship of advantage to the consumer; also type of seams.
- (8) The number of pounds required to produce $\frac{1}{4}$ -inch slippage on the yarns at the seam when tested according to Commercial Standard CS 59-36 Woven Dress Fabrics; Testing and Reporting, National Bureau of Standards.
- (9) State amount of residual shrinkage to be expected when tested in accordance with Commercial Standard CS 59-36.
- (10) State color permanence to washing and to perspiration when tested in accordance with Commercial Standard CS 59-36.

Name _____ Address _____

Firm, Organization or Association _____

When you have voted, please sign and return this form to the Consumer-Retailer Relations Council, 8 West 40th Street, New York City.

Table 22 - Slips and petticoats: Items desirable for labels

(Based on reports from 430 consumers, 91 retailers, and 6 manufacturers)

Item	Items voted as desirable 1/ by 51 percent or more of -			Items voted as desirable 1/ by 51 percent or more of consumers		
	Consumers	Retailers	Manufac-	:: and 51 percent or more of retailors		
			turers			
<u>What it is made of</u>	:	:	:	:	:	
Name of fabric	:	x	x	x	:	x
Fiber content	:	x	x	x	:	x
Yarns per inch	:	x	:	:	:	x
Weight (ounces per square yard)	:	x	:	:	:	
Weighting and sizing	:	x	x	:	:	x
<u>How it is made</u>	:	:	:	:	:	
Size	:	x	x	x	:	x
Cut of garment	:	x	x	x	:	x
Thread used	:	x	:	:	:	
Workmanship	:	x	:	x	:	
Type of seams	:	x	x	x	:	x
<u>What it will do</u>	:	:	:	:	:	
Breaking strength	:	x	:	:	:	
Resistance to yarn slippage at seams	:	x	:	:	:	
Shrinkage:	:	:	:	:	:	
Warpwise	:	x	x	x	:	x
Fillingwise	:	x	x	:	:	x
Color permanence:	:	:	:	:	:	
To washing	:	x	x	x	:	x
To perspiration	:	x	x	x	:	
<u>How to care for it</u>	:	:	:	:	:	
Special laundering instructions	:	x	x	x	:	x
<u>Sponsor</u>	:	:	:	:	:	
Name and address	:	x	:	:	:	

1/ "x" indicates item for which the combined "a" and "b" votes equal 51 percent or more of the total.

Table 23 - Slips and petticoats: Respondents classified according to preferences expressed for items on labels

(Based on reports from 430 consumers, 91 retailers, and 6 manufacturers)

Item	Proportion of persons marking item -						Proportion of persons expressing no preference					
	a, Most important	b, Less important	c, Indesirable	d, Unnecessary	e, Awaiting agreement on standard test	f, Standard test	g, Manufac-	h, Manufac-	i, Con-	j, Con-	k, Retail-fac-	l, Retail-fac-
Consumer	Re-	Manu-	Re-	Manu-	Re-	Manu-	Re-	Manu-	Re-	Manu-	Re-	Manu-
tailor	tail-	fact-	com-	tail-	tail-	tail-	tail-	tail-	tail-	tail-	tail-	tail-
er	er	er	mer	er	er	er	mer	mer	mer	mer	mer	mer
sturer	cent	cent	cent	cent	cent	cent	cent	cent	cent	cent	cent	cent
What it is made of	Per-	Per-	Per-	Per-	Per-	Per-	Per-	Per-	Per-	Per-	Per-	Per-
Name of fabric	92.3	87.9	83.3	5.3	5.5	16.7	7	-	2	1.1	-	1.5
Fiber content	77.7	56.0	33.3	11.4	23.1	66.7	6.0	9.9	7	1.1	-	5.5
Yarns per inch	48.4	6.6	16.7	29.5	9.9	-	14.9	61.5	66.7	7	4.4	-
Weight (ounces per square yard)	33.7	1.1	-	36.5	13.2	-	22.1	61.5	83.3	1.2	-	1.5
Weighting or sizing	82.3	34.1	-	10.2	26.4	16.7	4.0	25.3	63.3	.5	-	6.5
How it is made	96.0	93.4	83.3	1.6	-	7	16.7	-	-	1.1	16.6	1.7
Size	83.0	39.6	50.0	10.9	30.8	16.7	1.9	17.6	16.7	.2	1.1	6.6
Cut of garment	54.0	7.7	16.7	31.4	25.6	23.3	8.5	42.9	32.3	.2	2.2	10.9
Thread used	57.2	13.2	50.0	26.6	25.3	16.7	9.1	45.1	33.3	.5	1.1	15.6
Workmanship	69.5	39.6	33.3	20.2	31.9	50.0	6.7	15.4	16.7	.2	1.1	16.7
Type of seams	-	-	-	-	-	-	-	-	-	-	-	15.3
What it will do	60.5	14.3	16.7	25.8	13.2	16.7	7.2	53.3	50.0	1.6	2.2	1.9
Breaking strength	-	-	-	-	-	-	-	-	-	-	-	16.5
Resistance to yarn slippage	73.5	27.5	33.3	14.2	14.3	-	5.1	39.6	50.0	1.9	2.2	16.7
at seams	-	-	-	-	-	-	-	-	-	-	-	16.4
Shrinkage:	-	-	-	-	-	-	-	-	-	-	-	-
Yarnwise	63.3	49.5	33.3	10.7	17.6	33.3	1.4	20.5	33.4	.2	2.2	9.8
Fillingwise	77.4	36.3	16.7	10.5	15.4	33.3	2.3	25.3	33.3	-	2.2	20.8

Table 23 – Slips and petticoats (continued)

11. SLIPS AND PETTICOATS

A. WHAT IT IS MADE OF (COMPOSITION)

Weighting or sizing
Line 5 :

C 76 says, "Labels for slips or petticoats should contain some reference to the 'kind of sizing' used." C 150 comments, "If a slip or petticoat is 'weighted,' it is desirable to know when the fabric was made."

R 906 suggests that customers be informed whenever slips or petticoats are "weighted," but thinks "percent of weighting" would be of little interest.

Composition--General

C 253 and C 58 would like to receive information about the material and type of straps, when buying slips.

B. HOW IT IS MADE (CONSTRUCTION)

Size
Line 6

C 30 advises: "The method of designating 'size' on the present labels for slips and petticoats is unsatisfactory, as it is not based on actual body measurements. To understand what I have in mind, I refer you to the recent study of body measurements, made by the U. S. Bureau of Home Economics, for the purpose of developing standards for sizes of children's garments and for patterns of children's garments. I wish this study could be extended to include the measurements of adults."

R 1243 contends that "size of bust" should be given for slips, and "size of waist" for petticoats.

Cut of garment
Line 7

C 33 says: "A slip fits if it is cut on a true bias. The purchaser ought to be apprised whether the material is cut on a true bias, partial bias, or is cut straight." C 454 explains: "If the bias is low, the slip is likely to give unsatisfactory service. It may stretch in wearing."

Thread used
Line 8

C 250 declares: "The labels for slips

should, by all means, state whether the thread is silk or cotton. Something also might be said about the size of the thread."

C 204 suggests that the labels for slips or petticoats show whether or not the seams are "slip-proof." C 256 thinks that, when buying a slip, the purchaser should be advised of the method of fastening the shoulder straps. C 452 doubts that the term "workmanship" is correctly used in the schedule for slips and petticoats, holding that it could apply more properly to a garment as a whole.

M 1225 believes that references to the "workmanship" of slips and petticoats should be confined to special features, as, for example, a particular type of stitch or seam.

Type of seams
Line 10

C 99 inquires: "Would it be necessary for the labels to include both 'type of seams' and 'resistance to yarn slippage at seams'? Would not 'resistance to yarn slippage at seams' be adequate?"

C. WHAT IT WILL DO (PERFORMANCE)

Breaking strength
(grab method)

Line 11

C 452 writes: "The material, now used to a great extent in slips and petticoats, contains many threads lengthwise, few crosswise. This explains the common occurrence of slitting. If the test results of 'breaking strength' were disclosed on the labels, such material probably would be used no longer."

C 18 feels incompetent to interpret the meaning of "breaking strength" as a labeling item for either slips or petticoats. C 305 contends that consumers are not educated to evaluate the results of the "breaking strength" tests. C 454 suggests that the "breaking strength" of stitches, as well as of material, be shown on labels.

Shrinkage:

Warpwise and

Fillingwise

Lines 13 and 14

R 756 comments: "Labels for slips and petticoats should contain some indication of probable 'shrinkage.' References to 'warpwise' and 'fillingwise' would be unnecessary."

General

R 352 reports that a customer, on buying a slip or petticoat, is likely to ask, "Will it shrink much?"

Color permanence
To washing
To perspiration
Lines 15 and 16

C 76 writes: "The term 'color permanence,' as applied to slips and petticoats, embraces more than your schedule implies. You ought to have listed the items 'to crocking' and 'to sunlight,' as well as 'to washing' and 'to perspiration.'"

Performance--General

C 256 believes that when buying a slip the purchaser ought to be told if the shoulder straps will last as long as the garment itself.

C 115 states: "I interpret performance, in the case of slips or petticoats, to mean simply 'wearing quality.' Satisfactory use of a garment absolutely depends on the care given it by the individual."

R 1281 regards all the items proposed under performance as essential on labels..

D. HOW TO CARE FOR IT

Special laundering
instructions
Line 17

C 30 states, "'Special laundering instructions' for slips and petticoats need not be

supplied to purchasers, if the labels contain most of the other items you list."

R 352 comments, "When laundering instructions are furnished, our customers seem pleased."

F. SPONSOR

Name and address
Line 18

C 115 says, "Worthy articles always bear the name and address of sponsor."

GENERAL COMMENTS

C 58, C220, and C 293 maintain that slips should be "shadow proof." C 463 suggests that labels for slips or petticoats include the item "translucency," in addition to the other items listed in the schedule.

Check List suggested as basis for Informative Labels on
12. WOMEN'S WASH DRESSES

INSTRUCTIONS FOR FILLING OUT THIS CHECK LIST

1. Below we submit a number of items of information which could be included on a merchandise label. Will you please indicate in the right-hand column the order of importance to you of the items suggested, i.e.: use "a" to indicate most important items; "b" for less important but desirable items; "c" for undesirable or unnecessary items; and "d" for items which must await agreement on standard test.
2. This check list is being submitted to consumers, retailers and manufacturers. Please check here whether you are answering as consumer; retailer; manufacturer.
3. Add any comments you may care to make or additional information you would like on the label on the reverse of this sheet.
4. When finished, please sign and return this check list to the Consumer-Retailer Relations Council, 8 West 40th Street, New York City.

DATA SUGGESTED FOR INCLUSION ON LABELS

Record your vote by letter after each item, using code given in instruction 1.

A.

WHAT IT IS MADE OF (Composition)

- 1 Fibers used in fabric, and per cent of each by weight.....
- 2 Number of yarns per inch:.....
Warpwise.....; fillingwise.....
- 3 Weight.....ounces per square yard.....
- 4 Weighting or Sizing (1).....%
- 5 Special finishes (2).....

B.

HOW IT IS MADE (Construction)

Size (in inches)

- 6 Bust.....
- 7 Waist.....
- 8 Hips.....
- 9 Length.....

C. 10 Seams (3)

WHAT IT WILL DO (Performance)

Color permanence of fabric, trimming, etc., each, (4) :

- 11 To sunlight.....
- 12 To washing.....
- 13 To perspiration.....
- 14 Breaking strength of fabric (grab method) (5).....
Warpwise, not less than..... pounds; fillingwise, not less than..... pounds.
- 15 Resistance to yarn slippage (6)..... pounds.....
- 16 Shrinkage (7) or stretchage (8) :.....
Warpwise, not more than.....%
Fillingwise, not more than.....%

D.

HOW TO CARE FOR IT

- 17 Washability: special and detailed instructions.....

E. SPONSOR

- 18 Name and address.....

EXPLANATORY NOTES

(To assist manufacturers and retailers in preparing labels based on the above information)

- (1) Give maximum per cent present. Will it wash out, or is it permanent?
- (2) Starchless, crease resistant, and other special finishes. Will these last the life of the fabric, or only for 5 or 10 washings?
- (3) Stitches per inch; type of seams (bound, French, etc.).
- (4) Give color permanence of the main fabric of the dress, also of its trim, buttons, buckle, thread and finishing material.
- (5) The minimum breaking strength of both length and width should be given, tested by the method described in Commercial Standard CS 59-36 Woven Dress Fabrics; Testing and Reporting, National Bureau of Standards.
- (6) The number of pounds required to produce $\frac{1}{4}$ -inch slippage of the yarns at the seam, when tested according to Commercial Standard CS 59-36.
- (7) State whether or not the material has been preshrunk, and, if so, give the per cent of maximum residual shrinkage. If shrinkage will be measurably greater in one direction than another, this fact should be reported. Will the fabric keep its shape?
- (8) Certain fabrics tend to stretch on wearing or laundering. Therefore, especially for dresses made of fabrics with which women have had little experience, information should be given as to whether or not the dress will stretch in length or width. Will the fabric keep its shape?

Name..... Address.....

Firm, Organization or Association.....

When you have voted, please sign and return this form to the Consumer-Retailer Relations Council, 8 West 40th Street, New York City.

Table 24 - Women's wash dresses: Items desirable for labels

(Based on reports from 430 consumers, 91 retailers, and 8 manufacturers)

Item	Items voted as desirable 1/ by 51 percent or more of -			Items voted as desir- able 1/ by 51 percent or more of consumers		
	Consumers	Retailers	Manufac-	and 51 percent or more of retailers	turers	
			Consumers	Retailers	Manufac- turers	
<u>What it is made of</u>						
Fibers used in fabric, and percent of each by weight		x	x	x	x	x
Number of yarns per inch	x					
Weight	x					
Weighting or sizing	x					
Special finishes	x	x	x	x	x	x
<u>How it is made</u>						
Size:						
Bust	x	x	x	x	x	x
Waist	x	x	x	x	x	x
Hips	x	x	x	x	x	x
Length	x	x	x	x	x	x
Seams	x					
<u>What it will do</u>						
Color permanence of fabric, trimming, etc., each:						
To sunlight	x	x	x	x	x	x
To washing	x	x	x	x	x	x
To perspiration	x	x	x	x	x	x
Breaking strength of fabric	x					
Resistance to yarn slippage	x					
Shrinkage or stretchage	x	x	x	x	x	x
<u>How to care for it</u>						
Washability; special and detailed instructions						
	x	x	x	x	x	x
<u>Sponsor</u>						
Name and address	x					

1/ "x" indicates item for which the combined "a" and "b" votes equal 51 percent or more of the total.

Table 25 - Women's wash dresses: Respondents classified according to preferences expressed for items on labels

(Based on reports from 430 consumers, 91 retailers, and 8 manufacturers)

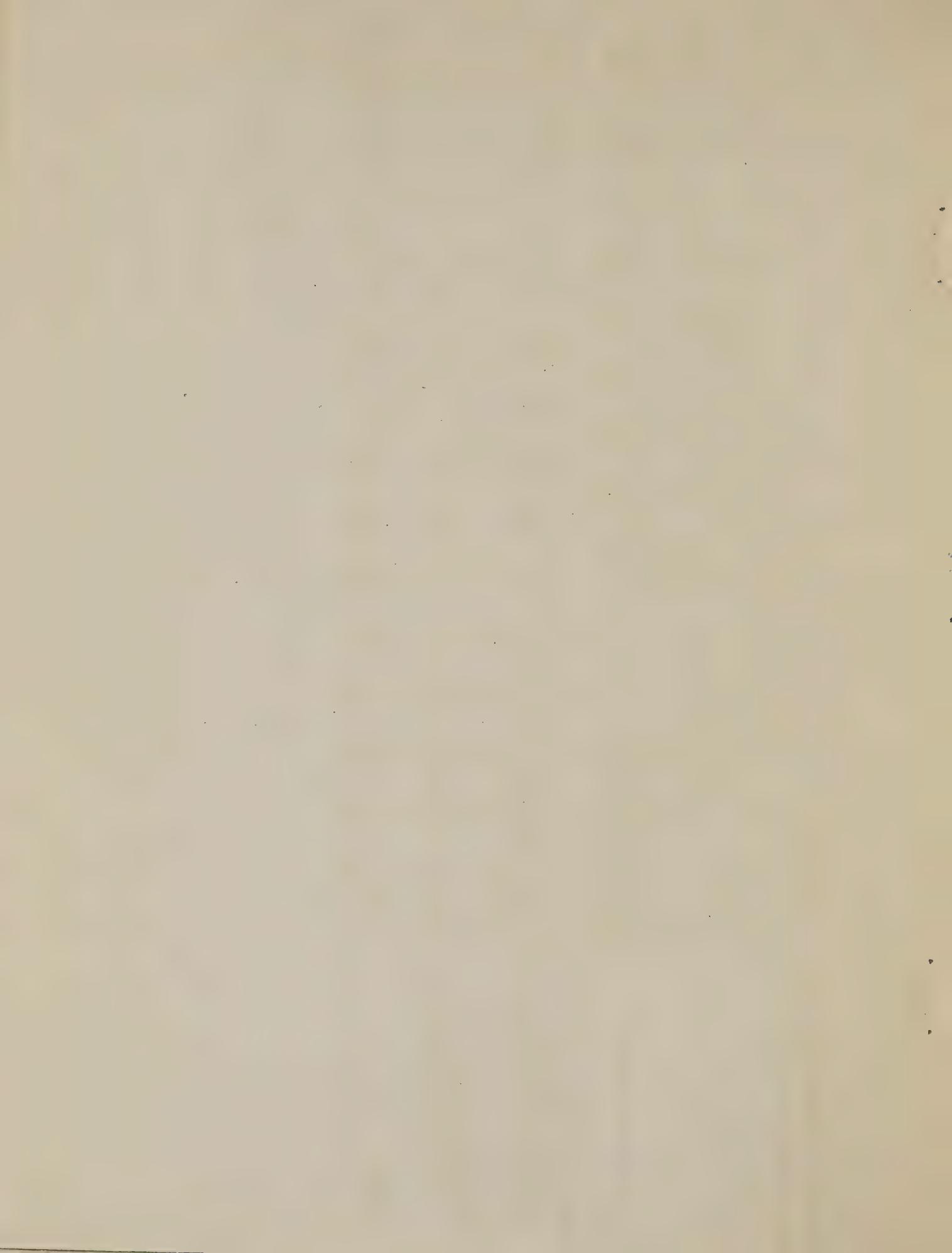
Item	Proportion of persons marking item -								Proportion of persons expressing no preference								
	a, Most important	b, Less important	c, Undesirable or unnecessary	d, Awaiting agreement on standard test	a, Most important	b, Less important	c, Undesirable or unnecessary	d, Awaiting agreement on standard test	a, Most important	b, Less important	c, Undesirable or unnecessary	d, Awaiting agreement on standard test	a, Most important	b, Less important	c, Undesirable or unnecessary	d, Awaiting agreement on standard test	
Consumer	Re-tail-er	Manu-fac-tur-er	Re-tail-er	Manu-fac-tur-er	Re-tail-er	Manu-fac-tur-er	Re-tail-er	Manu-fac-tur-er	Re-tail-er	Manu-fac-tur-er	Re-tail-er	Manu-fac-tur-er	Re-tail-er	Manu-fac-tur-er	Re-tail-er	Manu-fac-tur-er	
Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	
<u>What it is made of</u>																	
Fibers used in fabric and percent of each by weight	90.0	74.7	50.0	5.1	7.7	25.0	2.3	3.8	25.0	2.2	2.2	2.2	2.4	6.6	15.7	15.7	
Number of yarns per inch weight	50.0	14.3	-	30.9	13.2	-	11.6	56.0	87.5	7	1.1	-	6.8	15.4	12.5	12.5	
Weight	30.2	-	-	36.7	14.3	-	22.1	59.3	87.5	1.4	3.3	-	9.6	23.1	12.5	12.5	
Weighting or sizing	82.3	20.9	12.5	10.7	22.0	12.5	1.4	35.5	62.5	7	1.1	-	4.9	17.5	12.5	12.5	
Special finishes	79.5	31.9	62.5	11.9	27.5	25.0	3.7	23.1	12.5	2	2.2	-	4.7	15.3	-	-	
<u>How it is made</u>																	
Size:																	
Bust	96.0	79.1	25.0	2.1	4.4	37.5	5	9.9	37.5	-	1.1	-	1.4	5.5	-	-	
Waist	87.2	41.8	-	6.7	20.9	37.5	1.2	20.9	50.0	-	-	-	4.9	16.4	12.5	12.5	
Hips	89.1	46.2	-	5.3	17.6	37.5	1.2	20.9	50.0	-	-	-	4.4	15.3	12.5	12.5	
Length	88.1	39.6	-	5.3	23.1	37.5	2.6	17.6	50.0	-	3.3	-	4.0	16.4	12.5	12.5	
Seams	61.6	25.3	-	25.3	25.3	12.5	8.1	31.9	62.5	.5	1.1	-	4.5	16.4	25.0	25.0	
<u>What it will do</u>																	
Color permanence of fabric, trimming, etc., each:																	
To sunlight	94.0	69.2	75.0	4.0	15.4	12.5	7	3.3	-	.2	-	-	1.1	12.1	12.5	12.5	
To washing	94.4	89.0	87.5	1.9	6.6	12.5	.2	-	-	-	-	-	3.5	4.4	-	-	
To perspiration	87.9	65.9	50.0	4.9	17.6	37.5	2.6	1.1	-	.2	1.1	-	4.4	14.3	12.5	12.5	

Table 25 - Women's wash dresses (continued)

Item	Proportion of persons marking item -								Proportion of persons expressing no preference on standard test -							
	a, Most important	b, Less important	c, Undesirable or unnecessary	d, Awaiting agreement on standard test	a, Most important	b, Less important	c, Undesirable or unnecessary	d, Awaiting agreement on standard test	a, Most important	b, Less important	c, Undesirable or unnecessary	d, Awaiting agreement on standard test	a, Most important	b, Less important	c, Undesirable or unnecessary	d, Awaiting agreement on standard test
Consumer	Re-tail-fac-	Menu-	Pe-	Manu-	Re-	Manu-	Re-	Manu-	Re-	Manu-	Re-	Manu-	Re-	Manu-	Re-	Manu-
sumer	sumer	sumer	sumer	sumer	tail-fac-	tail-fac-	tail-fac-	tail-fac-	tail-fac-	tail-fac-	tail-fac-	tail-fac-	tail-fac-	tail-fac-	tail-fac-	tail-fac-
Per-	Per-	Per-	Per-	Per-	Per-	Per-	Per-	Per-	Per-	Per-	Per-	Per-	Per-	Per-	Per-	Per-
cent	cent	cent	cent	cent	cent	cent	cent	cent	cent	cent	cent	cent	cent	cent	cent	cent
<u>What it will do - continued</u>																
Breaking strength	59.5	5.8	-	22.7	17.6	12.5	7.7	45.1	75.0	1.4	4.4	-	-	7.7	24.1	12.5
Resistance to yarn slippage	59.3	8.8	12.5	22.6	19.8	12.5	9.5	45.1	62.5	1.9	2.2	-	-	6.4	24.1	12.5
Shrinkage or stretchage	89.5	69.2	62.5	5.1	12.1	-	7	7.7	25.0	7	1.1	-	-	4.0	9.9	12.5
<u>How to care for it</u>																
Washability: special and detailed instructions	87.0	30.2	87.5	8.8	7.7	-	1.6	1.1	-	1.1	-	-	-	2.6	9.9	12.5
<u>Sponsor</u>																
Name and address	62.8	20.9	25.0	14.2	13.2	25.0	2.8	22.0	25.0	.5	1.1	-	-	19.7	42.8	25.0

Washability: special and detailed instructions

Name and address



12. WOMEN'S WASH DRESSES

A. WHAT IT IS MADE OF (COMPOSITION)

Fibers used in fabric
and percent of each
by weight

Line 1

C 30 states that if a wash dress contains acetate rayon, the purchaser should be so advised.

Special finishes
Line 5

C 250 comments: "'Special finishes' (starchless, crease resistant, etc.), are generally unsatisfactory. They are too easily removed in washing."

Composition--General

C 30 asserts that the material in buttons and belts, and in fabrics used for decorative purposes, should be specified; further, that a label should indicate the quality of thread used.

B. HOW IT IS MADE (CONSTRUCTION)

Size (in inches):

Waist

Line 7

C 28 recommends that, in addition to

"size of waist," "length of waist" be stated on labels.

Length

Line 9

C 250 comments: "Most assuredly, the 'length' ought to be specified on labels. But it should correspond to the height of the wearer. Recently I bought a dress, size 18, and found that dress too short, even though I had duly given my height (5 ft. 7 in.)."

General

C 58 and C 73 suggest inclusion of "length of sleeve" on labels. C 463 regards both "size of sleeve" and "size of shoulders" as useful labeling items. C 298 declares, "Sizes of wash dresses should be standardized and labels stamped in accordance therewith."

R 1259 believes the existing scheme of designating sizes of dresses (12, 14, 16, etc.) is satisfactory.

Seams

Line 10

C 2 suggests that labels for women's

wash dresses include the items "depth of seams" and "manner of finish." C 30 maintains that

the "kind of seam" is always obvious, and that reference to seams should be confined to "stitches per inch."

C. WHAT IT WILL DO (PERFORMANCE)

Color permanence of fabric, trimming, etc.:

To washing
To perspiration
Lines 12 and 13

R 1281 states that, of the items relating to "color permanence of fabric," "color permanence to washing" is of most consequence. R 1279 regards "color permanence to perspiration" as a suitable item for labels.

General

C 298 and C 454 urge that the "color permanence of sewing thread" be specified.

Breaking strength of fabric

(grab method)
Line 14

C 30 states, "Purchasers of wash dresses should be informed of the strength of fabric." C 305 contends that consumers are not educated to evaluate the results of the "breaking strength" tests.

Performance--General

C 463 says, "When I buy a wash dress I like to know if it is wrinkle-proof."

D. HOW TO CARE FOR IT

Washability:
special and detailed
instructions
Line 17

C 37 writes, "Exclusive of the items you have listed, I should like to receive advice on how to care for trimmings and special buttons when washing dresses." C 204 comments, "Special instructions should be given whenever synthetic fabrics are sold; many women do not know how to wash and iron fabrics made of acetate rayon." C 30 asserts: "If acetate rayon is present, the dress should be so labeled. Special instructions for care must be given. I believe purchasers ought to be warned about the effect of spilling acetone on fabrics." C 76 says, "Brands of soap ought not be recommended; otherwise I am in favor of informing purchasers how satisfactory service can best be secured."

F. SPONSOR

No comments.

GENERAL COMMENTS

C 58 suggests that labels for women's wash dresses include two items not listed in the schedule: "resistance of fabric to perspiration" and "abrasion test."

C 454 says: "I think your schedule for women's wash dresses should be limited to three topics:

- I. HOW IT IS MADE
- II. WHAT IT WILL DO
- III. HOW TO CARE FOR IT

The fabric should be identified under I."

C 979 comments: "I regard the items 'fibers used in fabric, and percent of each by weight,' 'breaking strength of fabric,' and 'resistance to yarn slippage' of some informative value but unnecessary. Furthermore, I believe the ordinary purchaser would be uninterested in the items 'weight,' 'weighting or sizing,' 'seams,' and 'shrinkage or stretchage.' A good clerk should be acquainted to some extent with each one and be able to tell about them when called upon to do so."

R 1281 writes: "It would be difficult to state how well a garment will wear, even

though that is the real purpose of labeling. Retailers do not receive from manufacturers detailed information whereby they can give customers definite assurance as to durability."

M 594 points out that on labels for women's wash dresses some warning should be given regarding the effects of deodorants on the material in wash dresses.

GENERAL COMMENTS OF RESPONDENTS

C 975 - "The consuming public is entitled to have some means of identifying manufacturers, in order to distinguish between those who are and those who are not placing satisfactory products on the market. Therefore, the name and address of the manufacturer should be given on every article of merchandise."

C 285 - "The 'name of sponsor' could be omitted from the labels on merchandise of relatively good quality, provided the other items were given in accordance with your proposals. By comparing labels the purchaser could make selections intelligently. But I should nevertheless be interested in the identities of sponsors of inferior merchandise."

C 1302 - "'Yarns per inch' would be too technical an item for labels. 'Breaking strength' should be expressed in understandable terms, in a manner to facilitate comparison of labels."

C 147 - "The results of your study would be more useful if the schedules had been presented in simpler form. The ordinary purchaser of any of the 12 articles considered in the study probably would not have sufficient education to understand a technical term like 'breaking strength!'"

C 1308 - "It is my firm conviction that goods produced by a reliable manufacturer, and sold by a recognized firm, should bear labels that relate to sizes, materials, durability, and methods of washing. There is no need for the labels to include a large number of items. The good name of a manufacturer of standard articles, and of the retailer who

sells such articles, should provide adequate assurance that the quality is exactly as represented."

C 1312 - "I believe purchasers are inclined to rely on labels concisely expressed. I suggest that the type always be large enough to be easily read, and that whenever possible double spacing be used between lines."

C 281 - "I have entered 'a' for most of the items in each schedule. I have done so because I think their use on labels would have a wholesome influence on manufacturers, not because they would mean much to consumer."

C 34 - "May I express my appreciation of the large amount of work you have done in this study? I hope very much that the results can serve as a basis for informing consumers about the merchandise they buy, also as basis for improvements by manufacturers."

C 677 - "I have entered 'a' throughout, but that does not mean I have perfunctorily filled out the schedules. While I am not now capable of interpreting the significance of the various items you list for each article of merchandise, I could learn their usefulness whenever they are given on labels."

C 452 - "I have hesitated about filling out the schedules. In principle, I am not in favor of detailed labels; they are confusing. However, until we can get consumer goods rated or classified according to acceptable standards, I do not see how the use of such labels can be avoided. Perhaps the confusion will ultimately result in a real demand for grading.

"I am of the opinion that under present methods of distribution the name of the manufacturer, as well as the name of the retailer (or sponsor), is necessary on the label for an article of merchandise.

"I have consistently entered 'a' for the items listed in the schedules. In the present stage of the development of labeling, as many informative items as possible should be used to indicate quality. I sincerely hope your study will result in the establishment of a grading system based on well-founded standards.

R 355 - "The Merchandise Group, which represents the merchandising departments of the principal stores, has considered the 12 schedules and is willing to cooperate in your plan for helping consumers.

"The Group feels, however, that labeling information must be supplied by the manufacturer, and should include a minimum number of items, those that are most important for consumers. The Group believes further that certain technical information would make labels too complex and confusing."

M 637 - "We regret to advise that we can see no real usefulness in giving the information you seek.

"It is not our purpose to be critical of the efforts you are making. During the Federal Trade Commission's Conferences, our reaction was consistently to the effect that the whole matter of labeling is a tempest in a teapot. We do not believe, with you, that manufacturers can transmit to retailers and consumers all of the great mass of technical information and experience that is involved in the production of consumer goods of various lines. We do not believe that securing information of this sort, and

placing it on labels, could result in a real protection to consumers.

Certainly, their buying confidence would not be thereby increased.

"We have found that technical information, in the hands of persons who either do not understand it, or cannot intelligently apply it, is far more dangerous than no information at all. In our judgment, the manufacturers of this country, through their experience, have obtained most satisfactory results by use of the most efficient methods of production. We believe that reliance upon both manufacturer and retailer is, in the final analysis, the consumer's, or customer's, best protection."

M 639 - "Speaking in general terms only, our company has always been in favor of giving sufficient information to enable both buying and selling operations to be carried on intelligently. The amount of technical information that would be of value to consumers depends entirely on the extent to which they are educated in shopping."

"Your suggestions could be followed too far, as not all the items in the schedules would be useful to consumers. On the other hand, if there is any prospect of improving the buying methods of our customers, and of the manufacturing practices in our field, any effort in those directions would be well expended. In other words, anything tending to place buying on an intrinsic rather than extrinsic basis, or perhaps, more properly, on an intrinsic as well as extrinsic basis, would be of tremendous importance to everyone concerned."

P 369 - "I have been very much interested in your suggestions for labels. I feel that my personal information on the subject is too meager to be of any use to you, so my report may be considered as

representing the composite judgment of myself and other members of the organization.

"I think your bulletin on informative labeling^{7/} is a very clear, logical, and reasonable explanation of what you are trying to do. I know you will agree with me that it would be a long-haul job to establish standards for the products studied; and no doubt it would be even more difficult to educate the consumer to understand and apply them in purchasing. But, there is ample reason for making the effort to attain these desirable objectives.

"Anything that can be done to make the consumer a better judge of quality would be a boon to the leading manufacturers of the country, especially during depression when they are faced with a welter of cheap and inferior substitutes, designed in imitation of standard brands."

T 370 - "I believe the idea of informative labeling is excellent. It was that idea I had in mind, among others, when I started in the testing and textile research business in 1926, after having previously spent 19 years in the textile adjusting business, representing leading manufacturers. It seems like a dream to have so many people think the way I did at that time.

"I am not going to state my personal comments concerning the schedules submitted, but will say a few words about your bulletin^{8/}. On page 4 of this bulletin, I would change the paragraph dealing with how it is made to read as follows: 'size,' 'weight,' 'number of threads per

^{7/} Bulletin entitled "Informative Labeling," prepared by the Committee on Informative Labeling, Consumer-Retailer Relations Council, 1938.

^{8/} See footnote 7.

inch,' 'twist of yarn,' 'yarn size,' 'number of stitches per inch,' 'percent of finish,' (or 'percentage of finish'), 'yarn ply,' ('number of strands' in the case of hosiery), etc.

"In the paragraph relating to what it will do, I would change the word 'stretchage' to 'stretch,' and add 'bursting strength' after 'breaking strength,' which should be called, more properly, 'tensile strength.' 'Resistance to water' might also be changed to 'water repellency,' and 'wear' changed to 'abrasion' or 'abrasive action.'"

F 528 - "My opinions are based on the conviction that the most important topic given in your bulletin^{9/} for informative labels is 'What It Will Do.' I am in favor, wherever possible, of omitting from labels all reference to 'What It Is Made Of' and 'How It Is Made.' I have two reasons for this conviction:

"(1) Repeated experience has shown me that an article may be made of a raw material (which in itself is quite satisfactory), according to a method of construction which has been approved, and yet the final article may be of no value. If consumers buy articles which are labeled as being satisfactory as to raw materials and methods of construction, and then find these articles to be unsatisfactory, there is a strong probability that a prejudice against labeling will be created and our entire program hampered.

"(2) If an article is made of satisfactory raw materials, according to a good method of construction, and is good, a prejudice in favor of that article will be created in the mind of the user. This prejudice will give rise to a sales resistance against the introduction of an article made of a different raw material or by a different method of construction, even though the newer article may be definitely better for the purpose than the older."

9/ See footnote 7.



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